THE BILLBOARD

Vol. XII, No. 4.

CINCINNATI, FEBRUARY 1, 1900.

PRICE to CENTS PER YEAR, \$1.00



T. J. R. CLARK,

Proprietor of The Interstate Biliposting Co., Kansas City, Mo.
the new Biliposters' Association.

Organizer o





In the Police Court of Los Angeles.

Billboard Ordinance Comes Up. Brief Prepared by Wilshire's Lawyers.

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ONE OF CRAWFORD'S STAR BOARDS .- SULLIVAN, IND.

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Is a Lobster a Fish?

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The closing year of the century controversy bas given way to the new subject of debate: "Is a lobster a fieb?" Why not get Stabi-brook to declare himself and thus settle the matter at ouce?

SIOUX CITY PLAY HOUSE.

SIOUX CITY PLAY HOUSE.

The Gread Opera House as Issue, City, of which A. B. Boult, the way known bill power, when the control of the control of the control operation operation of the control operation oper

Billnosters' Notes.

The Nitra-Bu Pharmaceutical Co., Zanes-ville, O., manufacturers of Nitra-Bu, expect to put another line on the market sbortly, which they will advertise on the bill boards

The Reyncids Tobacco Co., Bristol, Tenn., are getting estimates on lithographed posters.

The Metropolitan Savings & Loan Association, of Newark, N. J., is probably the first firancial institution in this country to advertise with posters. They will post the entire country heavily. Bill posters will please address F. W. Snover, assistant secretary, cr. Market and Warb sts., Newark, N. J.

The new hill posters' association is going to have one good effect—the small-town members of the association will find that they are in demand. They will also find that their requests and demands will obtain some consideration and attention.

Chas. E. Bardwell, Holyoke, Mass., will advert se Eurdwell's Root neer exten. I ely on the bill beards during the spring and early summer. He is preparing bis lists now, as he liztends to deal direct with hill poeters.

The Ausociated Bill Posters will always be under gang rule until the members at large are allowed to choose the board of directors by hallot.

A correspondent writes as follows: "I get a dollar's worth of information out of every number of "De Blindontalian" of the event of the blindont of the property of the property of the property of the price was th

It is said Bernheim Bros., of Louisville, Ky., are in the market for 50,000 eight-sheets and 50,000 three-theets. This will give them as good a showing in their territory as Vir-ginia Cherotots had.

Up to this time Red Raven Apericot Water has been advertised by means of bulletios. Some posters have been used, and, they brought such excellent results that a very heavy comparign base been arranged. Bill posters thru d address G.y., McC. Kcuntz, Jr., Hammary, L.; Milegheop County, Pa.

Denman & Co., of San Luis Obispo, Cal., bare seld their plant to Mr. L. W. Booker, who will now conduct the husiness.

Control your town by selling all the posters it uses as well as by posting them. Secure the agency of some large printing bouse and thereby give your customers good posters. A country office can not, as a rule, do wo k that is even passably decent.

The Batcaville (Ind.) Advertising Company uses as a circular to advertisers a copy of the ordinance licensing bill posters, distributors and sign advertisers. It is a good idea, and belps out their folder in great shape.

The slogan for Atlantic City is, "We'li elect our own directors, or we'll know the reason why."

C. P. Aurlet is the manager of the "American Bill Poeting Company," at Thibodaux, La. He is establishing agencies at Frank-lin, Morgan City, New Orleans and Nopo-leonville.

L. E. Tieman, the bill poster at Belleville, ill., bas been given charge of the advertising of the Free Street Fair, to be held there this season. Last year's fair was a success, and we venture to assect that if this year's show is not a success it will not be because it bas not been advertiked properly.

W.D. Husted, of Mansfield, Pa. has bought out his partner, Mr. Griggs, and is now sole ower of the W. D. Husted Advertising Company. He loterds to give much personal attention to the business this coming year, in order to build up bis plant to the highest possible stanchard.

G. M. Leonard, of Grand Rapids, and Peter P. Steketes bave formed the firm of Steketes & Leonard, bill posters and distribution; clearly considered at Muskegon for about tweety years, and airwady base an established butiness. The new firm, therefore, owns a large number of bill boates. Mr. Beketes will have entitle an office in the central hutiloses district of the town.

The moment the members of the Associated Bill Posters decide to elect their own directors, the power of the gam' is gone. Good, representative men will come to the front, then like Curran, Bernard, Robison, Fitzgerald, Stoops, Murpby, Hagar and many more just as able will be heard from

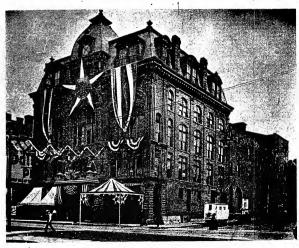
Mr. J. T. Campbell, of New York, has re-cently been appointed Southern manager for the Continental Tobacco Company. The ter-ritory of which be is in charge embraces it-States of Virgioia, North Carolina, South Carolina, Tennesce, and Georgia. His head-quarters will be at Atlanta.

George H. Bubb will soon take a butiness trip throughout the Middle West, and will call on all the big advertisers West and place before them bis new plan of advertising all towns to the central part of Pennsylvania. Mr. Bubh will publish his plan in the next issue of "Tib Billboard."

We are in receipt of one of Rand, McNal-ly's Atlaces of Two Wers, convicting, in large in Africa and Luson. A new cettlow hill ready about the first week in February. It latest statistics, and what is of more interest to our readers, is to be sold at a very rea-sonable price.

conable price.

A bil has here introduced in the New York Leghslature providing that no elevated railLeghslature providing that no elevated railstate of the providing that the providing that the proposal of the proposa



Billposters' Notes-Cont'd.

Mr. B. L. Smith, formerly of Van Wert, th, now bodis the position of manager of the Montgomery (Ala.) Bill Poeding Plant, which is a branch of the property of

T. F. Siegmund has purchased the hill post-ing plant of A. H. Prentiss at Truckee, Cal-ile starts out with many good resolutions an to the kind of service he will render the ad-vertisers.

The Rockyllie Bill Posting and Adverticing Company, of Rockyllie, Conn., are new ones in the field. They succeed to the husiness of I. S. Thrail. They are the only concern in

J. T. R. Clark, of Kansas City, writes that his business la moving along very encourag-ingly, and that he feels confident that in the near future the piant will be able to give a very favorable account of itzelf.

M. M. Irvin, manager of Love's Theatre, Fremont, Neb., has bought out the bill posting business, boards and good will of the plant formerly owned by W. S. Watts. He says his business is good.

G. F. Bangusser & Co., of McMinnville, bre., write that they are very husy posting oth opera bouse and commercial work.

Bill posters should bear in mind that "The Billboaid" reaches every month all of the ad-vertisers, as well as all of the bill posters.

Vertueers, as wen as an or the full posters.

J. H. Wattles, executor of the estate of H.

A. Thayer, sends out a postal containing a notice "to all swhom it may concern," saying that the Thayer estate holds all the rights of Association and that any one infringing upon the rights of the franches will be prosecuted according to law. It gives directions to where paper should be easy. The word serves very well to purpose of advertisement.

Dilts, of Circinnati, who heretofore bos con-nad his work to stead signs and become had his work to stead signs and become out the city and suburbs. With Morton and Chatman, it looks as though there would he no soon for a building and the signs of the looks of the signs of the signs of the signs of the board contains a sign. The question now is, live does not do it?

The Piso Co., Warren, Pa., who have always confined their posting to very small course, villages and country hamlets, will invade a few large cities and many. If not all, of the larger towns, this year. Letters to E. F. Hazeitine, treasurer, will receive attention.

The Giasgow Wcolen III.. have ordered 5,000 stxteen-sheets for spring poeting. They will commence sending out the paper about Feb. 15, and the showing is to begin with March I.

There is a certain sollcitor in New York City whose strongest argument with adver-ilears consists of repeated assertions that hill posters are dishoneet and have to be watched by an experienced man. Bit post-ers pay him a commission for securing husi-ness in this way.

A private msiling card sent out by the Pat-ent Record of Baltimore, is striking. In white letters on a black hackground it says: "Ad-vritise your husiness in The Patent Record Reaches all quarters of the globe."

What is the circulation of the official or-man? The bill posters who are giving up their good money for ada. In it have a right to know. They want to know, too, if we are to believe our correspondents. Will Stabi-hrodt let them know? No, sirce.

E. R. Endly, Manaficid, O., gets out a clean-ip printed folder, teiling of the advantages of Manafield as a city in which to place ad-vertising matter; alto exploiting the merits of his service.

The Newark Bill Posting Company bas bought out M. A. L. Forrer at Plainfield, N. De bought of the Court of th

James A. Roberts, who was formerly lo-cated at Auburn, lil., has moved, and is now at Louistans, Mo. His successor is Chas. R. Roberts,

llurr & Husted, Norwalk, O., have ordered 10,000 one-sheet posters advertising their 1492 cigar. They will deal direct with hill posters.

5 - Rohert Paimer, bill poster of Wnter-ford, N. Y., made a flying trip to Canada dur-ling January. J. C. Brewster took charge of the husiness during Mr. Paimer's absence.

Hernbeim Broa, of Louisville, Ky., who dis-ill the famous I. W. Harper Wbinky, are go-lik to hoom the brand on the boards this sum-rate contemplate a thorough cam-paign. They contemplate a thorough cam-paign of the state of the state of the state natice on 50,000 three-theoret and 50,000 eight-sheets. Correspondence with bill posters is lavited.

. E. Cook, of Nevada, Iowa, has sold out posting plant to Mr. W. R. Boiler, who i conduct the huciness from now on.

If. A. White, of Jefferson, lowa, has formed the City Bill Posting and Advertising Compa-ny, under which name his plant is now run. New hoards have been built and the entire plant improved, in order to be able to meet the distance of the plant in the parties.

The Advisor for January, published a por-trait and a sketch of Mr. O. J. Gude. They gave it away first, so we feel privileged to tell bis age. "O. Jay" will be thirty-eight on the 29th of next month.

The Chicago Art Association has declared that the bill boards are unsightly and mar be a considered to the bill boards are unsightly and mar be abolished. We are surprised that the Chicago excitely about be so slow in getting on a construction of the construction of

bow mentifying to their delicate vision the bounds have been.

A bill hee been introduced in the Amembiy at Alanya, N. v., problibiling the use of signs at Alanya, N. v., problibiling the use of signs are with the sign of the sign of

Dr. T. B. Smith, Cynthiana, Ky., will go on the boards shortly.

Dr. B. L. Brown, Tenth and Arch streets. Philadelphia, Pa., is getting estimates on posters. He will commence in a smail way at first, but if his tests prove satisfactory he will prove an extensive advertiser,

The Quaker Ab:orption Saebet Co., 1213 Arch street, Philadelphia, Pa., will try post-

An ardinance placing the following prices upon Juli poeting and distributing has been upon Juli poeting and distributing has been with the price of the price of

TO ENGREE WATER Poster Printers

tisements under this heading will be published at the unmorm race line per issue or \$1.00 per year into get Joseph San Der Tyre. In Scent per Baston John Fint. Co., A Men. Boston Mass. Brooklyn Daily Eagls Joh P. Co., Byrn. N. Calvert Little Co., Berton M. Graver Little Co., Percent J. Der Son Little Co., Detroit, M. Graver Little Co., Berton M. Graver Little Co., Berton M. Greve Little Co., Detroit, M. Greve Little Co., Berton M. Greve Little Co., St. Little Co., Marchan P. Grave Little Co., St. Little Co., Marchan P. Grave Little Co., St. Little Co., St. Little Co., Marchan P. Grave Little Co., Marchan Ch., Little Co., Marchan P. Grave Little Co., Berton M. Grave Little Co., Marchan Ch., Little Ch., March

A movement among the poster printers of the country, ledding loward a combination, the country, ledding loward a combination that are organization has already been perfected and officers elected, but no details are obtainable for publication. The reductance obtainable for publication. The reductance of the country of th feeved and officers elected, obtainable for publication, with which those known to the movement talk about its would lead one to believe the transparent of the transparent talk about the would lead one to believe the transparent talk about the transparent talk abo tively e road
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Letters to
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The Cincinnat Lith constituting of integrating of i

The color prioring syndicate recently gave a demonstration of the multi-color prinding machine for which they had patents. It is made to the property of the p

and the supplement feeder. The latter lakes of delivers it to the selferanting raversling gripper, which retains the sheet until 4.1 the collection of the sheet completed to the collection of the sheet completed to the collection of the collectio

The Donaldson Litho. Company, of Newport, Ky., have just received another cargo of the finest ithographing stones that could be procured. Some poster printers do not seem to much to do with the quality of the work turned out. The Donaldsons evidently are not among that number.

The Chicago lithographers and printers hely a meeting recently for the jurpose of organization of the property of the property of the property of the property of the printers out put. Competition was so keen that some a thing had to be done to keep the paper metrom putting them all out of the business.

Hennegan & Co. are preparing for the fair-season with a large line of all kinds of ad-vertising matter. They expect to increas-their trade of last year.

The Blatchly Company, of Tacoma, and the Lowman & Hanford Litho Company, of Seat ite, Wash, have consolidated. The new company will be known as the Tucker-Hanfor Company, and will be located at Scattle.

The Strebridge Lithographing Company of Clirchinati are haid at work preparing circulating printed in German, for the Barnur people. This is probably the first Instanc of German circus paper heing printed in this

The officers of the Philadelphia Lithograph, ery' Association for 1900 bave been elected, it follows: President, james J. McGafferty, Vic. Golovas, President, james J. McGafferty, Vic. Philadelphia, Pank, Schungel, John McAdams, Prank Raper, Pank, William B. Merria and Authory, Kager, Pank

John P. Church, formerly of the Nation Show Print, of Chicago, is now Treasure Show Print, of Chicago, is now Treasure Showing Co. 224 Bearborn street, Cage, Chicago, Carlon Street, Cage, III. They manufacture an advertising window card that is at once bandsome artirking. It is a novelty which is bound the have a great vogue.

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Where is He?

nim, to condote with bim. We bave received a number of letters, requesting his press address, but are unable to give it correctly tibis notice happens to reach the eyes. Mr. Maddex we hope he will oblige us dropping us a card, letting us know of two bereabouts, so that we shall be able to state of the s commodate our many subscribers who

The Official Organ?

The official organ, which in reality is house organ, of Edward A. Stahlbrodt, II'd to refer to "The Billboard" as "The Graftet Gazette," because this paper has perfored iarger circulation among the "lucky boy" It affects with hypocritical disdain to le down on fair-followers.

And yet there is no greater con. game. existence than "The Bill Poster-Display / vertising." Talk about film-fam and suthings! Why, there is not a gradf suthings! Why, there is not a gradf suthings! Applies of the testings of the second supplies the second supplies

A grafter aiways gives his victim so for his money, if it is only a little gambli Stablbrodt does not. That is the only diffence. A man who pays for an ad, in Sta brodt's paper gets nothing at all



A LOCAL POSTER ON ONE OF SMITH & WHIRE'S BOARDS, VAN WERT.



TIPS.

The following is a list of probable early pring distributing advertisers:

Abbey Efferencent Salt Co., New York, S. C. Wells & Co., Le Roy, N. Y. Sterling Remoty Co., Mineral Springs, Ind. L. E. Plukham Med. Co., Lynn, Mass. Dr. Chase Co., Philadelphín, Pa. Chas, F. Dare & Son, Vitteand, N. J. Peruna Drug Co., Columbus, O. Dr. C. I. Sboop, Racine, Wis. C. I. Hood & Co., Lowell, Mass. Dr. Miles Med. Co., Elkhart, Ind. Dr. M. S. Burkhart, Choin and C. Dr. W. S. Burkhart, Choin and C. W. H. Comstock, Morristown, N. Y. Kondon Mig. Co., Minneapolis, Monn. Merchants' Association, Williamsport, Pa. Koch Brewing Co., Williamsport, Pa. Roy Med. Institute, Chicago, Ill. Hanson's Ready Recovery Co., Chicago, Iti. Mitterman Invention Co., Chicago, III. Washington Med. Institute, Chicago, III. Seabury & Johnson, New York. Chattanooga Med. Co., Chattanooga, Tenn, Boston Med. Institute, Chicago. Ill. Van Camp Co., Indianapolis, 1nd. D. Jacques & Co., Omaha, Neb. La Harpe Pattern Co., Grand Rapids, Mich Feis & Co., Philadelphia, Pa. Newbro Drug Co., Butte, Mont Bright's Chemical Co., Litt'e Falls, N. Y. Hutton Remedy Co., Buffalo, N. Y. Hutton Remedy Co., Buffaio, N. Y.
Dr. Radway & Co., New York City,
Dr. Bosgniko Co., Philadelphia, Pa.
Dr. B. J. Kay, Saratogs Springs, N. Y.
Humpbreys Med. Co., New York City,
Dr. N. C. Davis, Indianapolis, Ind.
Clant Chemical Co., Fabladelphia, Pa.
The Central Pub. Co., Battle Greek, Mich. The Central Full Co., battle Creek, Wilson Drug Co., Lexington, Ky.
The Sprague Pub. Co., Detroit, Micb.
Hand Medicine Co., Philadelphia, Pa.
Seely, Fitch & Co., New York City. Seely, Fitch & Co., New York City.
Dr. Pierce, Buffalo, N. Y.
Bayer Med. Co., Toledo, O.
A. M. Bininger & Co., New York City.
Acme Chemical Co., New Orleans, La.
Foster-Miburn Co., Buffalo, N. Y.
Dr. Klimer Co., Binghanton, N. Y.
New Spencer Med. Co., Chattanooga, Tel Heiler-Merz Co., New York City. R. T. Booth & Co., New York City. R. T. BOCH & Co., New York City.

Tarrant & Co., New York City.

DIS. F. E. & J. A. Greene, Boston, Mais.

I. B. Ford Co., Wyandotte, Mich.

Schaner & Miller, Ann Harbor, Mich. India Spice & Drug Co., Marietta, O. Church & Co., New York City. Church & Co., New York City.
I. C. Hubinger & Co., Keokuk, Ia.
Central Pub. Co., Battle Creek, Mich.
Coffee & Spice Co., Columbus, O.
Frank O. Reddish, Le Roy, N. Y.
Koenig Medicine Co., Chicago, Ill.

Novelty Plaster Works, Soutville, Mass. I. P. Urban & Sons, Drugs, Allegheny, Pa. The Guarantee Medical Co., Hot Springs, Pabet Chemical Co., Chicago, Ill. Church & Co., New York City. Thatcher Med. Co., Chattanooga, S. R. Feil & Co., Cleveland, O. a. Tenn S. R. Feil & Co., Cleveland, O. Beers & Hauk, New York.
Duffy, Mal; Wbikky Co., Rochester, N. Y. Potter Drug & Chemical Co., Boston, Mas J. W., Brant Co., Aiblon, N. Y. Kennedy & Kergan, Detroit, Mich. Akron Cereal Co., Akron, O. R. & G. Corretto, M. R. & G. Corretto, M. R. & G. Corretto, Co., New York City-Providence Medical institute, Opin, J. Melbourn, Eaton Rapids, Mich.

Savannah Letter.

citor of "The Billboard:" citior of "The Bitboard."

Dear Sil—An item which may interest the raveling advertisement agents, to be considered and the second of the secon hedding liveace. So far, Mr. J. B. Cumpos and myself are the oxly ones to pay the liveace and in view of the fart that in the cream and in view of the fart that in the cream and the view of the fart that in the cream and the cream and the cream and the pretection has made this elty a remarking for a remarking the cream and the representative, which will insure that the cream and their representative, which will insure carried such and the situation and cream and their representative, which will insure carried study of the situation and a devire to predictable, or will as wetterly antifaction of the advertisers wheth it matters not which of the firms an outcid for any which it matters not which of the firms on make a resultant and the cream and cream and the cream and crea

outcil for any kind of service, and that is mile, regify to recent proteins in contracting with the service and the service and the service work, for the servent bill posting plants in which I am interested and the small-town growing into so much favor, recently made it significantly the service which would not require my personal attention. I have write the service which would not require my personal attention. I have work in the distribution good science lacking convey in the service with the service with the service way pirmy guarantees mattendator, or no pay and other than the service with work attacking distribution of the Georgia & Alleman and the service was printing distribution of the Georgia & Alleman and the service was a service with work attacking of the service was a service with work attack no station, services who will work attack no station, Sevannah, On. CHAS, EERNARD, Sevannah, On. CHAS, EERNARD,

nnah, Ga. CHAS. BERNARD.

Greenshorn Letter.

Ureensooro Letter.

Delitor of "The Biliborati." "Thet is a Dear of the Till all odd winds. "What is the Control of the Contro



Editor of "The Bilboard;"

Grcensboro, N. C.



It will be noticed that the column of our Distributors' Department, headed "Who 'Tis Italian's "Department, headed "Who 'Tis Italian's "Department, headed "Who 'Tis Italian's "Department" of the state of the state

is next month.

W. E. Wilson, of Grove City, Mo., who is employed as an efvortaling man by the complex of an effect of the country of the cou

The Nitra-Bu Pharmaceutical Company, Zenesville, O., is sampling physicians only. Nitra-Bu is a durette powder used in kidney and bladder troubles.

Chas. E. Bardwell, druggist, Holyoke, Mazs., will distribute a folder from house to house in the spring, advertising his root

beer. Oharges have been preferred against W. Posser, of Guthris, O'kin, by the Thatcher They claim that paper was sent bim, while he did not put out. He nevertheless sent in Dr. requests us to announce that Posser's services are no longer guaranteed by the association of the Company of the

Geo. Kellermann, manager of the Edwards ville Advertising Company, writes that on ac-count of other business he is compelled to discontinue the work of distributing. He holds the I. A. of D. franchise for Edwards-ville, Ill.

The Fischer Distributing Agency, of which Mr. G. E. Fischer is manager, received a fine notice in the December number of the Omaha Druggist. Quite a long list of the agency's regular customers was given. The notice, together with a half-tone portrait of Mr. Pischer, fligh balf a page.

Dr. T. B. Smith, Cynthiana, Ky., is writ-

Bernheim Broz., of Louisville, Ky., are advertising their famons E. L. Harper Whisky with one of the finest booklets ever in-

stude.

Street & Smith's Traveler was in Omains about the first of the year and endeavored to have his work done by reisbole men, and offered Si. 55 per thousand for the work. Needford the state of the work of

E. O. Burroughe, of Newark, O., whi in all probability icave there in the spring to open bill posting and distributing agency in an-

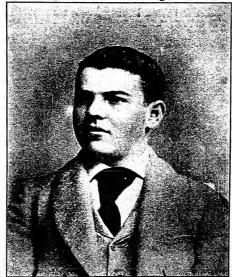
H. J. Lindenmuth, Reading, Pa.

II. J. Lindonnuth, whose portrait we are over the h. d. of D. the good it has done then, and the principles of the association, the second of the second among his effort-distribution among the second-distribution of the second of the second

Not a Fake, but Near It.

Not a Fake, but Near II.

Some time since we needed a letter from
one of our renders who is a distributor. He
inclosed a circuite from the Boos Advertisment of the since of the since of the since of the
words. "Another Pake Concern" written in
words. "Another Pake Concern" written
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manner and inclosing £10, sends it to the
manner and inclosing £10, sends it



H. J. LINDENMUTH, Reading, Pa.

Fig Syrup Facts.

Previous to 1885, there was a young man, Procious to 1883, there was a young man, andre of Barshown, Ky, in the drug ators of Gro. A. Newman, as Fifth and Walsut streets. Louisville, by the name of Richard N. Queen, popularly known as "Dick Queen," in 1885 Mr. Queen was selected with the West-in Pever, and, taking bits savings, amousting to \$2,000, more or less, he went to Heno, New, where he opened a drug atore. Hero, New, where he opened a drug atore. Hero, in order to make an extra dollar or two, and in order to make an extra dollar or two, and because he thought he had found a good dring, he began to put up a formula of Dr. Ballwin's of that tewn, which he called Callforming Fig Syrup. He spent ail the money in had in booming the syrup, but the boom did not materialize sufficiently, and late in 1886 he went back to Louisville to talk with his old employer, Mr. Newman. Mr. Queen never talked so earnestly in his life, but it was not until February of 1887 that Mr. Newcould be convinced that there was any mon could be convinced that there was any sirtue in California Fig Sryup as a business venture, whatever it may have been as a thempeutic agent. Then he let Mr. Queen bave \$5,000 as a hose, on condition that he received twenty cents a done no rought on all the syrup sold. Mr. Queen at once went forth to place be syrup on the market, the place of manufacture being list Mr. Sweman architecture being list. Newman architecture design for the consistence of the content of two boys, who turned out three to four dozen bouties a day. Within sixty days Queen had at every cent of the money, chiefly in advertising, his first contract being for \$1,200 vertising, his first contract beans worth in the street cars of St. Louis, the the end of his string, be returned to Mr. New the end of his string, he returned to Mr. New-man, who declined to put up any more mones until there were some developments from that aiready expended. So Mr. Queen waited around, praying for the required developents, and it was not long until the nower of the advertisements began to shove the orders into the Louisville drug store. Then Mr. Newman put up some more money, and Mr. Queen spent it; and so it went for a year, until Mr. Newman had \$52,000 in the business. Slatters moved along swimmingly with the Matters moved stong swimmingly with the California Fig Syrup Company, which had been organized, Mr. Queen looking after the advertising and Mr. Newman acting as gen-erat Eastern agent and financier, and in 1893 high-water mark was reached, when the advertising for the year amounted to \$429,000, and the sales reached \$1,500,000, or about 6,-900,000 bottles, that is, 50,000 dozen, on which Mr. Newman received bis twenty cents a dozen royalty, not to mention his share in the business. In that year, Mr. Queen's profits were \$117,000. The stock of the company m ten cents a share, organization b sis to \$3.50 a share. Mr. Newman owned 200. sis, to \$5.00 a share. Mr. Newman owned 200.-600 shares of the million issued, at \$1. Mr. Queen has \$00,000 shares, and the balance was held in small iots. Mr. Newman has probably made a half-million out of it, and Mr. Queen became a millionaire within ten

Mr. Queen is one of the shrewdest of advertisers, and, as an example of it, the organi-zation of the Golden Gate Advertising Bureau, is cited. Mr. Queen had moved his head-quartres to the Pacific Coast, and as his advertising grew to great proportions, and commissions to agents became a big item, he concluded to resp the benefit binneff, so he organized the Golden Gate Bureau, and went after advertising like any other agent. Company to the Golden Gate Bureau, and the profits in 1933 were in the neighborhood of profits in 1933 were in the neighborhood of ten per \$20,000, on one agent's commission of ten per profits anything the served served. This was practically so much se the company.

Mr. Queen lives in San Francisco, where he is completing a residence on Noh Hill, to rost \$150,000, and the California Fig Syrut hus settled down to a regular exhibition of what good advertising will do for a good thing.-W. J. Lampton, in "Fame."

His Trade Paper.

From the Saturday Evening Post.

was in a hardware store the other day. and noticed several up-to-date innovations that were somewhat out of keeping with my previous knowledge of the proprietor. "How did you happen to think of that?" I asked,

pointing to an attractive showcard.
"Oh!" said be, laughing, "I didn't think of it at ail; that's one of George's hobbies.
"That is an excellent bobby." I said "That is an excellent hobby," I said; "where did George get the idea?"

"Oh, he got it out of his trade paper. Nothing would do but I must get that pa-per, and now it's George's Bible; be looks up all the new ideas and 1 let him go ahead."
"Weil, they are good ideas; you find they

belp trade, don't you?" "Yes, that's so; they're all right; George is a good boy.

I thought as I walked away that George would be a partner there before many years. A clerk who studies his trade paper and avails himself of every but to gain business

will not be a clerk forever.

A traveling salesman was telling me of his experience with a clerk who reads. He said:
"I had just taken Mr. B.'s order for a nice line of my goods, and good quantities of each size, when his cierk came in. Mr. B. said: Tom, I am getting a line of —: see if this is your idea of quantities. I opened my book and showed Tom the order as I had written it down. He suggested one change which his employer at once ordered to have made, and then Tom asked what the discount was. I said 60 per cent. He left us without a word and went to the desk, turned over some papers for a minute or two, and then brought a trade journal to Mr. B. They brought a trade journal to Mr. B. They looked it over together and Mr. B. said to me: 'See here, these goods are quoted at sixty-and-five per cent. discount; if you can't give me the bottom price I don't want them.' I had to come down as gracefully as I could, for I wanted the order. That's what we get from these trade journals that quote bottom s to Tom, Dick and Harry

I fancied that I could also hear Mr. B. saying to his clerk: "That's right, Tom; post yourself up as to prices, and keep a sharp lookout for the extra five per cent."

Mich.; Humphreys Homeopathic Med. Co., Mich.; Humphreys Homeopathic Med. Co., Des New York, N. Y.; Harris Emery Co., Des Moines, Ia.; Utica Ciothlog Store, Des Moines, Ia.; Geo. T. Kelley & Co., Des Moines, Ia.; M. J. Olson, Des Moines, Ia.; S. E. Grak Co., Des Moines, Ia.; Docksdeck Wilkins, Des Moines, Ia.; Garfield Ciothlog Store, M. Moines, Ia.; Garfield Ciothlog Store, Des Moines, la.

E. B. Williamson, of South Bend, Ind., no-tifies the trade in his town by sending out one cent private mailing cards, containing the following notice: "Dear Sir-We are distributing in your immediate neighborhood --. You should look over your stock and prepare yourself for the demand for the above which our distribution is sure to create. E. B. WILLIAMSON, Date -

It is a good idea to inform the local dealers that you are about to make a distribution and distributors could do this without practio for instead of moiling the cards they could be delivered at the same on that the complex are hine put out.

Pasted on the Windows.

It is astonishing to what a point enthusi-asm will carry individuals. They had a street fair at Marlette, Mich., last summer, and advertising it, the hill posters pasted bills all over the front windows of the stores on the leading streets. The town was a mass of the leading streets. The town was a mass of street fall advertising. As late as the 1st of December, some of the bills were still stick-ing on the store windows. That street fair was well advertised, to the people of that town at least.—Advertising World.

Charley Burt, as he is known in Beloit, Kan has been connected with the show husiness in one capacity or another, almost all of his life. His father was a show man, and Charley with him waterever he went, its way he learned much about the value of hill board advertising. In the early seven-tics Mr. Burt was working on a salary in Denver, when he decided to go into the bill posting business for himself. His start conposting business for himself. His start con-sisted in the erection of six three-shet boards which he constructed from the reds he add it for \$2,00. In 1879 he went to Be-loit and has ever since owned boards in that side of the city limits of Beolit, where he raises chekens and bong, and has his cattle his farm, but he writes that he is alway ready with the paste hrush to give good serv-tee or no pay.

C. H. BURT, Beloit, Kaus

A Little More System.

James J. Ward, of Newport News, Va., tells us of an idea which he intends to carry out in connection with his office, a plan which would be of immense value to distributors general, were they all to faithfully carry it He proposes to keep a regis office. In which every advertising agent is to sign his name and address and for what firm he travels. At the end of each month the list will be copied and forwarded, together with will be copted and forwarded, together with notes concerning the service expected, prices demanded, etc., to "The Billiboard," to be published for the benefit of his browher dis-tributors. In this way the readers of "The Billiboard" could keep in touch with each other and with the advertisers in a systematic manner. The Letters to the Editor, of course, answer this purpose, but a fittle more syst and regularity on the part of the hill posters and distributors woud not be amiss.

The Orris Distributing Agency sen vertisers a private mailing card, which, if we are not mistaken is larger than the limit rescribed by law. However, it seems to be oing through all right, in spite of that fact. They give the following list of names as some of their patrons: Dr. Miles Med. Co., Elkbart, of their patrons: Dr. Miles Med. Co., Elibart, Ind.; C. I. Hood & Co., Lowelt, Mones; Dr. Chase Co., Phiefschiphi, N.-i. W. T. Hansin, Co., Schewerder, W. H. L. Hood, S. Cheng, C. C., Schewerder, W. H. L. L. Kow, Garstons Co., N.-i. The G. C. Bittner Co., Toddo, O.; G. G. Green, Woodbury, N. Y.; Hannitis Winard Oli Co., Chicago, Ill.; W. Willens, Intimaspolla, Ind.; Yan Camp Packing, Ch. M. Willens, Intimaspolla, Ind.; Yan Camp Packing, Ch. M. Co., Novicon, In.; Fay Lewis & Bro., Recklord, Ill.; Stevilla Remedy Co. Steel Cut Milling Co., Newton, la.; Fay Lewis & Bro., Reckford, lk.; Sterling Remedy Co., Indiana Mineral Springs, Ind.; Dr. W. S. Burkhart, Cincimatio, O.; The Dodds Med. Co. Buffelo, N. Y.; Heyes & Coon, Detroit,

Not New, but Good,

If all business men understood the edvanan analysis and publicity, and would go after it in a manner that would insure it be-ing profitable, there would be little need of nig prontante, there would be little need or ofercussing points of color or display. It is actorishing what good can be accomplished by a combination of services. Take, for in-stance, the syndicate designs offered by a number of the poster makers, or can often be obtained by the retail men in buying from the jobber. Also, the stock posters, displaylng a suit of clothes, or special article of furniture, or, in fact, a specialty in any line Perhaps this will cover one sheet, or three sheets, as the retailer may select them. He can, with the assistance of the local sign nter, make a very attractive and de tive display by covering a large bill board with white paper, pasting on the special de-sign which he has purchased from a line of ers, and let the local man then put in some decorative lettering in such colo as may be deemed most attractive, and perhaps quote some special prices, which w stionably interest the passer-by and attract attention, because of its very ingenious-ness. A further advantage might be obtained by making a permanent bill board display for son, calling attention to special ods on which the merchant was then maka run. The dry goods man, th the shoe man, the grocery man, the jeweler, the milliner, the druggist, no matter what the line, could make a permanent general dethe line, could make a permanent general de-rign, and each week, or at stated periods, could change the special attractions by past-ing on new stock pictures, which be could buy of the poster makers or huy from the manufacturer, and always have a very attractive, and certainly not a very expensive bili board display. He could further make painter get him up some attractive effects in

the way of prices on special goods. These hell could put in spaces he would arrange for at, the heginning of the reason, and could change them from week to week, as the condition of his stock or the season Itself might dictate le would be worth the expense to try an experiment of this kind with two or three boards. The merchant in a city of from five to twenty-five thousand would be able to feel the pulse of the people through such bill; board displays. It would help make the bighways more attractive, and would enable business men to get that nort of publicity which has come to be regarded as valuable for the World.

Advertising as an Art.

Written expressly for "THE BILLBOARD." Advertising has become an art. Work of this nature can no longer be given into the

hands of an immature artisan, since it re-quires the skilled gift of a finished artist. Compare the cartoons made a few years ago with the striking pictures of our day which present to the world in pleasing an style the articles to be adverti It was at one time a reflection upon the taste and excellence of the artist to put to practica usages the gift of his art, and, in consequence the carbons presented were hut poor speci-mens of drawing or color, executed by in-ferior talent. Now the artist not only gives his best efforts to merchandise cartoons, hus he signs his name to the pictures thun used. as raised the standard of work so that It has risen beyond mediorcrity, and has made sible for only artists to turn out of this pature

ivertiser demands an original tion of his idea, a perfect execution in tech-nique, and a striking whole, that arrests the attention of the public, and explains its own meaning. "Know from the picture the article from the picture the article advertised," said a well known New York advertising manager. Liberal sums are paid for satisfactory work of this nature, and much competiti mpetition ensues, bringing into force bined efforts of artists and litho-

It has bus become a lucrative hra artist, with satisfactory results to the advertiser. Advertising in a paying investment, and the more unique the means of bringing the advertised article into public prominence, the more sure the popularity of the article,

Public advertising in conveyances must be pleasing and original to be appreciated by the masses. At one time high art was not con-sidered necessary, so the "idea" was prom-linent. Now the "idea" must retain its prominent. Now the "idea" must retain its prom-inence, and siso be expressed in refined skillful mediums, only possible by the pro-fessional, who is fitted by proper training and natural gift. Originality is the greatest; roblem of to-day, and is the bardest to find.

The advertisers are looking for something

new. The public is ever on the alert to ap-preciate a movelty. Firms are recognized by

new. The public in ever on the siert to appreciate a novelty. Firms are recognized by their varied forms of advertisements, or their by their varied forms of advertisements, or their bin magazines, expopening year after year.

A recent prize offered for an original adpending of their control of

The American flar has its uses in poece as in war, to teach lessons of patriotime on every hand. It is a grand and inspiring thing every hand, it is a grand and inspiring thing the part of the cocasion, and voice its appearance to the part of the cocasion, and voice its appearance to the part of the part

THE BILLBÔARD.

Published First of Every Month, at 127 East Eighth Street, Cincinnati, O., U.S.A. Address all communications

the editorial or business departments to THE RILLROARD PUBLISHING CO.

Subscription, \$1.00 Per Yenr, In Advance. ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; un disnt for time or space. Copy for advertise ments must rea fifth of the month. Our terms are cash.

The Billboard is sold in London at Low's Ex-change, 57 Charing Cross, and at American Ad-vertising Newspaper Agency, Trajalgar Build-ings, Northumberland Ave, W. C. In Paris, at vertuing scempaper Agency, Trafaigur Build-tieg, Northunberland Robe Art. S. Parts, at the Northunberland Robe Art. S. Parts, at Hield by the American Nova Co, and its branches. Remistance should be made by partififier or re-press many order, or registered letter addressed The editor and undertake to vertur numbilitied numacropit; correspondents should keep copy. The difference of the Northunberland Robe Art. and copy for admittance of the number of the matter of relaxation for the number of the number of the Doublink Office Code.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

FEBRUARY 1900.

The many friends and patrons of "The Billboard" will be glad to learn that the company which publishes the paper has been incorporated. The necessary articles and certificate have been forwarded to the Secretary of the State of Ohlo, properly signed and sworn to, and have been returned in duplicate to this office, with the Secretary's signature and the State seal thereupon.

All the stability enjoyed by stock companies in which the capital stock has been subscribed this company now has. The privileges and advantages wirich belong only to full-fledged corporations are now ours. Whatever change may take place in the management of the company, as a result of the incorporation, will be duly anponnced. But our readers and subscribers may rest assured that the present policy of the paper will be maintained in every particular.

The paper will continue to be published regularly in the best interest of Bill Posters and Distributors-consequently the Advertisers. The Fair men will not be neglected, nor will any department suffer in the least. In the past, the paper has at all times, acted impartially and without prejudice. Has played no favorites. Has protected those who deserved protection, and has, we are glad to say, time after time exposed frands and Impostors and brought to light the deep-laid, nefarious plans of schemers and unprindoled men .

"The Billboard" has always been, and ever will remain, in the straight and narrow path. It can not be bulldozed, neither can it be beaten. It is strong in its might and is conscious of its power. It has grown in strength and endurance through its incorporation, and will be able to wield a more powerful sword and carry a more effective shield, with which to fight the enemies to the causes which it into espoused.

Throughout the country, in every line of business, commercial or professional the general tendency for the past year or more lms been to join interests, for mutual protection and benefit

In some cases the alliance has been necessary in order to protect the manufacturers against the uniust methods employed by the trusts controlling the raw material. In other instances the combination has been brought about by several firms in the same business, in order to put a stop to murderous connection.

Such has been the fact in the bill posting business. Change after change has been announced in the make-up of the advertising plants of the big citles throughout the country. The four last changes have taken place in the cities of Chicago, St. Louis, New York and San Francisco, respectively, and in each instance matters for the bill posters have been greatly simplified.

Whether or not the combinations are for the general good of the display-advertising business, and the general advertisers, or whether they are merely of benefit to the proprietors of the plants included in the combine, is a question which it is not our purpose to answer in this short paragraph. However, there are two sides to the question, neither of which is without its loyal supporters.

Apropos to the subject of combinations will come the presentation of a few facts concerning the largest combinations of bill posters in existencenamely, the Associated Bill Posters of United States and Canada.

That the association has done much for bill posters and the entire bill posting system can not be disputed. No one acpuainted with the history of the growth and progress of this medium will deny that fact.

But what is also an unsurmountable truth-one which will be freely admitted by all excepting those interested and at fault-is, that the government of the association has, in many respects, been absolutely bad. Orders have been promulgated and rules and regulations formed, the spirit of which the majority of the members were not in sympathy or accord. How is it that one man, or set of men, can vent their personal ennity and malice and attempt to satisfy their greed and avarice, to the detriment of the business, absolutely contrary to the interests of the members? These things are possible, because the power is not in the hands of the members or of their representatives. Are the delegates to the United States Congress or the members of the House of Representa-

tives appointed by the President or

any other one person? No. They are elected by the people; every man entitled to a vote has that privilege and every man's vote counts.

So it should be in the Bill Posters' Association. The law making body, the executive body, of the association should be elected by the members, Until the time comes when the directors shall be elected by hallot, the best and the highest interests of the membership will be sacrificed for the forwarding of selfish and individual alms,

The desire of every street fair or county fair Secretary is to make his show a success—by this we mean a financial success. No matter how well the exhibitors are satisfied; no matter how many patrons enthuse over the educational advantages offered; no uniter how glowing the press accounts of the attractiveness and the success of the exhibition, the Secretary has a very bitter pill to swallow, if, on closing the books, a balance is not found upon the right side of the ledger.

How to bring about a surplus in tend of a deficit, is then the onestion. In answer, different plans and suggestions might be given, each to suit fairs in different locations having different surroundings, among the different classes of people, and with different amounts of money with which to meet expenses.

We do, however, know of one remedy which can be applied to all classes and conditions of expositions; and in giving it we believe we are giving advice which could be followed profitably by all. Each according to his size take as large a dose of advertislug as possible. Do not be afraid to spend your money on good advertising, for it will come back with interest,

Commence early. Get out your stands, your assoried posters, your cloth streamers, hangers, and fence stringers, your cards and dodgers in time. Apprise every person in the district that there is to be a fair. Furuish the newspapers with reading notiees and advertisements. Then, lastly, make your show as attractive as possible, and live up to every promise you have made. Fairs conducted on these lines are the ones which take place as regularly as clock-work, year after year, and never know the meaning of the word fallure

New Bill Posters' Association.

A new bill posters' association was formed inst month. The movement has been fore-shadowed in "The Bil; board" for the past three months. The name of the new organization is The American Bill Posters' Alliance. Dr. J. T. R. C'ark, proprietor of the Interstate Bill Posting Company, of Kansas City. Mo., is the Secretary of the new asso-

He is a thoroughly conchie business man of good financial standing. Besides prosperous bill posting plants in Kansas City and sur-rounding towns, he is interested in numerous other business ventures. His acheme of or-

ranization is a new one, and a peculiar one. ganization is a new one, and a pecunar one. He desires little or no publicity. His aims are intensely practical. He believes in acts, are intensely practical. He believes in acts, not talk. He brings before the bili poster a usiness proposition pe All that a bill poster has mense advantages. to do is to accept the proposition and th hold his tongue.

It is said that there were but seven represented at the first meeting, at which the anization was perfected, Jan. Hardly three weeks later the membership had rown to thirty-two plants.

We have been favored with the prospectus nf the new association, but may not publish it, at least not at this time. For obvious reas we can not offer any comment, either, We are permitted to state, though,

organizers are on the road and that almost every day they jointly add two or three nar to the roll of members. cial feature to the There is a fin

and an element of the secret society. The fact that a bili poster belongs to another bili pusters' association does not prevent him from of the American Bill Posters' Alliance.

The latter is a close, mutually protective, benevolent secret society, consisting of no from membership. In plain words, it is an association of bill posters, run by bill posters exclusively for bill posters.

his money in the new organization. He gets and this help is worth more he pays for it in the shape of initiation fees The attitude of the new as-

hostile towards solicitors; neither is it friendiy. It simply does not know or recognize The matter of commissions is left entirely to the individual members. pay them nr not, just as they choose,

The association bids fair to accomplish

Rivals No More.

The consulidation of the rival firms of Owens & Varney and Slebe & Green, of San cisco to form The California Illii Posting Company, put an end to the most intense throughout the entire country.

The fight practically began four years ago, when Siebe & Green entered the field in opposition to the California Ad, Sign Con which was finally succeeded by Owens & Varand the war, up to the time of the consolidation, increased rather than diminished Lately the competition for location became so fierce that choice lots were to be secured only at enormnus prices. The ab-surdly high rentals asked by real estate men perty owners for the positions desired rendered it impossible to conduct either one of the firms so that the income would amount in more than the expenditure. It is sai that the losses of the two firms during the t two years aggregat things are different. Fancy prices for inte The property owners will have to take what they can get for the se of their ground or get nothing at all-Few will be those who refuse to leave the ards on their property if reasonable prices are offered them

w company has a capital of a quarte of a militon, and among the plants included in the combine are San Francisco, Oakland, San Rafael, San Jose, Alameda, Petaluma and Honniulu. The California Bili Posting Com mposed of the following men Thomas Varney, L. D. Owens, Fred, and George Siebe and J. C. Green, all five ni whom are equally interested in the business.

Just whn will be the officers pany has not been definitely de n will be the adis understood that Mr. Gree vertising manager, and that the inside work will be in charge of Mr. George Slebe and

The new company has a monopoly, since there is no other plant in San Francisco, and it would not be possible for any one unless sessed of the riches of Croesus to enter into competition with them. Notwithstanding that fact, their prices for posting, painting and distributing will remain unchanged, and the advertisers will be given the best possi-

Good advertising is fulling the truth about what you have to seel. The lit with all the furce your own faith in what you are saying will inspire. Deal in small words and short sentences. Keep right in the middle of nawill keep you with the common propie and them with you. Success must follow.—Typothetic and Plato Maker.



Editor of "The Bilibcard:

i)ear Sir-As the Governor of North Caro-lina said to the Governor of South Cato-"it's a long time between drinks." in our case it's a long time between letters. itut-and of course there is a but-1 have been as husy as the proverblai bee all sea had nothing to write about that could interest your readers.

ever, this is a fitting time, I believe, to make a resume of the year's business and the ueket a happy and prosper New Year. I used to watch the circus hiii posters at work, never thinking that I should one day be numbered among the greatest promoters of publicity the civilized world has

ilowever, here we are, and we are d our best, as the following list of paper post and samples distributed will show. Poste Singer Sewing Machine, 200 abeets; 100 sheets Gift Edge Soap, 200 abeets Royal Crown Soap, 10 sheets Griffiths' Liniment, 100 eight-sbeets Mason & Risch Piano, 100 ones and 5 twentysheets Sterling Remedy Co., 250 sheets Handes Cigarettes, 20 four-sheets Big Wheel Lemonade, 100 sheets Gorona Tea, 100 sheets Rob-Pure Paints, 100 sheets Mondels Piano 100 sheets Authors & Cox 100 sheets Gendron Bicycica, 200 standa and 900 snipes Perry Davis & Co., 100 tbree-sheets Karn Piano, 1,00) aheets Walter L. Main Shows. In addition to this, we have posted to date ahout 3,000 sheets for local peo

We have distributed for Abbey Effervescent Salt Co., S. C. Wells & Co., P Co., Sterling Remedy Co., besides being kept constantly on the go with local work. Our advertising and distributing wagen,

which we sent around to the local fairs this fail, made quite a hit. From this we distrib uted medicine semples for several firms. We have in the past season increased our plant to a considerable extent and have added a good hulietin system with a first-class sign painter in charge. We have the only double eckers in this part of the country, and are using the upper part for bulletin boards.

a recent issue of your paper I noticed an cliusion to bill posting on this coast by Mr. Waie, of Montreal. While I am always pleased to be noticed by members of the fraternity, at the same time I trust Brother Ware will excuse me for correcting age or two s mistakes which he made in regard to us. He stated that it does not cost as much to post paper here as it does States. Now, I have been told by bill posters and commercial men that paper is poste 2 cents per sheet for thirty days showing in nearly ail the large cities in the States, w here on the Pacific Coast the regular price is 7 cents, and I am happy to say that only

in very few instances has the price been cut. Brother Ware gave the impre firm has the monopoly of British Columbia, but this is not the case, and the honora are divided about equally between my company and our opposition, and I think it would be difficult to find a section where rival firms have such good feeling and work together for

have such good feeling and work togethy: for mutual protection as in British Columbia. Now, Mr. Editor, I think I only ecbo the sentiments of every bill poter when I wish 300 a prosperous New Year, and to my busher bill poters I wish to return my busher bill poters I wish to return my busher bill poters I will promptly asset pleased to receive and will promptly asset. Believes from any of them. Very fully yours, letters from any of them. Very truly yours,
A. F. MORRIS,

Manager Pacific Bill Posting Co. Vancouver, B. C

Editor of "The Billboard:"

Dear Sir-Atthough you have not heard from me during the year, I would have you know that I appreciate your paper very much and receive much pleasure and benefit from pertaing its pages and i wish it every suc-

The following is a list of work I have in 1899, and you will notice that I have been busy; but trust to do more this year.

only? Dul trust to do more this year.

I distributed 100,000 books for L. E. Pinkham Med. Co., 58,000 Dr. Chase Co., 38,000 Chas, F. Dare & Son (local), 16,100 W. F. Hanson Co., 15,000 Peruna Drug Co., 13,700 Poster-Milliour Co., 8,000 Dr. C. I. Shoop. 4,100 C. I. Hood & Co., 4,000 Warner Safe Curr Co., 4,000 Dr. Miles Med. Co., 1,000 Dr. W. S. Hurkhart, 1,000 Sovereign Rem. Co., making n total of 259,700 books put out in the year.

In sign-tacking department we tacked up

150 signs for Japanese Plie Cure Co., 5,(00 signs for Chas. F. Dare & Son. Wishing you the best of success, 1 am, very truly yours, Vineland, N. J. C. A. MENDUM.

Editor of "The Blilboard;"

Dear Sir-In looking over your ever-w ome paper in the last year, I find very few ietters from the larger cities. Perhaps the members of the I. A. of D. have too much business on hand to find time to write. I atways read and enjoy all letters, for they keep me posted as to what the advertisers are d

in the last three months I have distrib 60,(0) books for Lydia E. Pinkham Mrd. Co. 60 0 0 samples Dr. Burkhart 20 000 backs Dr. runa Drug Co.; aiso, delivered 90 window cards for this firm: 60,000 aimaraes for W. H. Comstock, 40,000 samples Kondon Mfg. Co., and have another shipment of 50,000 ooks for the Peruna Med. Co.

The work for Dr. Miles. Dr. Chase and

Dodds Med. Co. was very well done this fail. Foster-Mi;buro Co. had very poor service Dr. Shoop received a poor service, but I am satisfied, if he is. You can not expect per-fection at \$1.25 per thousand. C. I. Hood & Co. have employed the same distributor here for years, a man who uses old methods and will not learn new ones. He claims to have started all the other distributors io Milwaukee since the year 1. Druggists tell me they very little demand for Hoods reme dies but the pecule keep on wanding the pa per and put out more advertising in a year

in our city than any other two firms.

Long live the I. A. of D. It is the real thing. 1 am tired of hearing the boys advertise the new combination, 1. D. A., and calling pet names to the Honorahle Mr. Runey, of Waukegan, peace to his ashes. Ring off, toys there is nothing in it. No mortal can get there is nothing in it. No mortal can get away with a distributor or hill poster when it comes to rozsting. Wishing you a bappy and prosperous year, I remain, yours re-spectfully, WALTER D. DIXON. Milwaukee, Wis.

Editor of "The Billboard:"

Dear Sirm-Rusiness still at the ton noteb Working from early morning until late at night. My four men who look after the distributing here and over my circuit at Lock Haven, Jeisey Shore, Milton, Danville, and Lewisburg are kept on the hustle by the best firms of the country and also by local firms in the different towns of my ro

Not a week passes but what the entire circuit is covered by some firm. In the month which has just passed we have distributed work for the Dr. Green Co., of Boston, 12,000 Posted 2,000 one-shrets and distrib uted 50,000 papers for the Merchants' Association of this city, for which I do all Posted and distributed matter for Abe Hart clothier; irvin, the shoe man; the Muscatine Oat Meai Co. Posted a large amount of paper for the Continental Tobacco Co., Sen-Sen Co., Pettijohn and Ohio

Covered entire circuit for Amger Chemica Co., of Boston, Mars. Put out 6,000 books for Coe-Roborant Co., New York, Also put a book in every house for Vinai Co., and hung Soli calendars for the Koon Brewing Co., of this city, We are tow at work on a fine book for Dr. Shoop, posting for Quaker Oats and several others. Very truly yours. Williamsport, Pa. GEO, H. BUBB.

Editor of "The Billboard:"

Dear Sir—in the year 1899 we distributed 900,000 pieces, and the prospect for the present year was never hrighter. We now have Wizard Oil, Royal Med. Institute, Chicago ill.; Hansons Ready Recovery Co., of Chi-cago: Harvard Med. Institute, Chicago .III.; Mitterman Invention Co., Chicago; Washington Med. institute. Chicago, Iii., ready for this month, and which will be distributed jusas fast as roads permit. We are having tw new wagons built, and our old ones repa'red. sn that when the spring work contes we will be prepared to meet it. Very truly yours, Normai, Ili. DilLON & FOGLE.

Editor of "The Billboard:"

Dear Sir-1 have been greatly favored dur ing the year that has just passed in receivcluliy several times during the year for the following firms: Kerry Watson Co., whole manufacturing druggists of Montreal; John Murphy Co. (local); Dr. Monne Co., Quebec, titre's Root Beer, Philade'phia, Pa Also, Dodds Medicine Co., Toronto, Ont., besides several smaller firms of this city.

I attribute my success to my advertisement in "The Biliboard," and I can only wish you great success during the year 1900, as well as in future years. I assure you that I shall at all times do everything in my hower to at all times up everything in my power to aid "The Biliboard." I appreciate the paper very much and look for its arrival from onth to mouth and feel lost if I do not ceive it on the let. Again wishing you the

est of success, I am, yours truly, C. I. THOMAS. Montreel Con

Editor of "The Billboard:" Dear Sir-My husiness has steadily increas-ed in the past year, and if it continues during the present year 1 shall in the ranks with the big boys. I bave three contracts on hand at present and have four on the road, all of which will he put out as their turn con My motto is: Do sil that you promise and what you do, do right. I am constantly add-ing new advertisers to my list, besides retain-

Respectfully yours, La. ED, SBAMAN, Shreveport, La.

Editor of "The Billboard:" Dear Sir—As it has been some time since have read a report from this section of the Ruble-Kreyer Theater Co., Haytes' edy Co. Mahar's Minstrels Faust Co. Uncle Josh Spruceby Co., Pilisbury Milling Co., Prickly Ash Bitters Co., Dr. Pepper's Cigars,

Juscatine Oat Meal Co., A. K. Hawks.

Distributed 2,000 circular for Hawks, 1,500 bookiets Dr. Shoop, 1,500 samples for Dr. W. S. Burkhait. Wishing you and my brother bill posters and distributors a prosperous year I am yours tru'y

HIRAM II, THOMAS. Brownwood, Texas.

Editor of "The Billboard:"

Dear Sir—At present I am distributing bloks for Seabury & Johnson, of New York. Am expecting 86,000 books for distribution from the Lydia E. Pinkham Med. Co., Lynn, Mass This will be the second distribution in four months for this firm. I completed distribu-tion in four months for this firm. I completed distribution for Chaitanooga Med. Co. and spring work. Very truly yours,
Baltimore, Md. JOHN H. JONES.

Baltimore, Md.

Editor of "The Biliboard:" Editor of "The Biliboard:"
Dear Sir-I have not written you for some time, hut I have been iil. I am improving now, aitbough I am compelled to use crutches. It has been rather hard work to watch my men, as I could scarce; walk. I am getti my share of the work; have put out the fol-iowing: Boston Med. Institute, Chicago, Ill., 20 (02: I. E. Pinkham Med. Co., Lynn, Mass. 17,900; Perun Drug Co., Columbus, Van Camp Co., Indianapolis, Ind., 6,000, and have just received bit's of lading from Peruna Drug Co. for another 12,000. I have several new contracts for this season and expect more, as I am going to uniform my men

Whenever I get discouraged I take "The Whenever I get discouraged I take "The Bilboard" and study the reports of distrib-utors and I am soon all right. I could not spare my "Biliboard" for twice its cost. Wishing "The Biliboard" and the members of the I. A. of D. the best of suc ARTHUR LEONARD. yours for business.

Editor of "The Billboard:

Dear Sir-At different times I have noticed complaints from small bill posters , who claim they are not getting as much work as they should. It is my opinion that this is caused by the Tobacco and other firms sending out agents to tack up muslin banners and signs sich burts the bill poster and firms as well. These agents get the work which should be given to the hill posters.

These signs should not be permitted in any town unless the firm placing them can give a good reason for doing so. I should like to hear from hill posters regarding this mater. Yours truly, Kalkaska, Mich. TOAITS GAGS

Editor of "The Billboard:"

Dear Sir-Once more we will try to chron-icle some of the doings in the "Gateway of the West." While in South Omaba in December we noticed that Morze's almanacs were being distributed by little boys, who had evidently had experience in "thro pers." as the aimanaes were twisted up in a tight roll and thrown on the porches. In no case where we examined the rolled simanacs did we find a perfect one. waste of advertising matter. The distribu-tion bore the imprint or a local druggist. When will firms realize that cheap work is always the dearest?

Dodds aimanacs was another disgraceful exhibition of a waste of advertising matter—two to a house, handed out to oblidren on the streets. fifteen to a vacant house, eighteen thrown upon the lawn of Trinity Cathedral.

Not the slightest inspection of the work, T Dodd Medicine Co. of Buffalo, N. Y., will Dodd Medicine Co. of Buffalo, N. Y., will we'll to pay a fair price and have their wo. nestly done in the future.

We are not believers in cheap work n' n poor work, and it would give us mo niensure to praise then to consure but who firms continue to oppress and demand perfe-work and give out the work to Irresponsit men, who only care to get rid of their ic of booklets, we have no sympathy for st Shoop, of Racine, Wis., bas not yet see

a man to accept his magnificent offer of letter each per hundred and absolute perfection in his distribution. C. I. Hood & C had another lot of advertising matter left! had another lot of advertising manner, take care of itself in a South Omaha store to month, until the fact was reported to the firm, when the man told the druggist that had been sick for three weeks, while t fact is, he was seen distributing in Oma

had been sick for three weeks, while if text is, he was seen distributing in Omaduring the time he chains he was conflored from the control of the control o

Kilmer, of Swamp Root fame, and Hoo of Lowel, are writing the diuggists, requeing them to inspect the distributing of the matter and report to those firms. Swa Root books were so well distributed that verew druggists outside of the business cen of the city were aware of the distribution.

Editor of "The Biliboard:"

Bear Sir.—I have just sent a money of
to the Secretary of the I. A. of D. for
dues from January I, 1999, to January
1801. 1 have been a member of this associated for about one year and can say that of money I have paid to the association is been one of the best investments. I have not of the best investments I bard and if the members of our association, I remain, youts fraternally.

CHARLES A. CHAPMAN.

St. Johnebury,

St. Jonneoury, vt.

Editor of "The Billhoard:"
Dear Sir-1 police in your last monty
policy and the strength of the strength of

personal observation that he places his of the property of the

The I. A. of D. and Pe'sters Registre at the only associations that I want. Wishing the Billboard" and the members of the the of D. a prosperous year. I am new prosper.

And I. a prosperior E. D. MOORE Saginaw, Mich. Bedtor of "The Billboard." Dear Sir-Have not done much posting distributing an yet. I now nave the same sheets Small of Gerraf Pire-Cent Cigar, run-sheets and 5 seven-sheets Katt Fly Am expecting paper shifty from the Star 7 bacco Co. I think The Billboard" a grepher. John respecting.

sper. Yours respectfully, E. K. CRAWLEY South McAlester, Ind. Ter.



Outdoor Publicity.

By JAS. A. CURRAN.

The man who conducts a husiness on the The man who conducts a husiness on the heory that it does not pay, and who can not lord to advertise in some recognized legi-tate method, sets up his judgment in oppo-tion to that of the best husiness sense of

In reference to outdoor advertising, a few the principal features are, that the mer-munt can make his advertising individual: hat is to say, he can get out posters that no her in his line can use, he can dictate in ir in his line tun use, he can distinct the part of his town or city he wants posters, and be can thereby appeal to certain ses of consumers. Take, for instance, the perience of conducting a small husiness on few thousand dotlars' capital. He can order few thousand divitars' capitat, ne can offer few posters put up, in and around his place husiness, then he can follow this up with few thousand circulars and give them a out-door, house-to-house distribution, and v zo doing can reach all the people in his sighborhood. He will not have to spend acless dollars to reach distant country or er parts, where it would be impossible to raw custom the is establishment. Then, on its other hand, the large manufacturer, who is thousands of dollars to spend, can pursue so same course, only on a larger hasis. He in place before the public the articles that

in piace before the punic the articles that be manufactures, advertising the price they ill for, and the merchants that sell them. Take, for instance, the well-known article, Uneeda" biscuit, which has been so largely vertised, and think in the enormous trade ained by posting and outdoor advertising. ch more actual readers every day by the ster, wall, or hulletin signs, than by any er known method. Outdoor advertising ther known method. Outdoor arretrising suches all classes. The merchant who gets it is few hundred posters, and has them toted in his city and on the country roads adding into the town where he is doing uniness, will reach at the Inwest estimate by per cent of all the residents in and around e city, all of whom will be bound to see and rice the posters, if they are properly put up There is only one fault with the poster, and at is, too many merchants or manufacnat is, too many merchants or manufac-arers put too much reading matter on it, and his same argument applies to other adversing matter. The main point to convey to sumer is that you have the hest goods

the lowest prices. ome merchants or manufacturers who atmpt to do outdoor advertising do not follow up carefully or properly. They make a intract for thirty or sixty days, thinking at will do for a whole year, but there is othing forgotten so easily as an advertised rticle nr name. Many merchants who adertise are throwing their money away or enating it to the advertising man by not bllowing up the advertising properly. Now. blowing up the advertising properly. Now, they would make a contract the same as my do with the newspapers, that is, so much pace every month, they would find that in short time their returns would be ten-fold eater, and at less expens

system of outdoor advertising is now The system of outdoor advertising is now occupied that a merchant or manufacturer an give his posters to a well-regulated hill costing cetablishment and have a complete emized list of each and every location bandde into him, so that he can check them up the same as he would a hill of goods re-eived into his establishment. There is also knother improvement. When a merchant is ising goods at a certain price and he ants to after the price that is on the boards

grants to after the price that is on the boards,
et can do so every twenty-four bours on evy poster that he has up in the city.
Outdoor advertising is still in its infancy,
at it keeps abreast with the times. It is
cometimes difficult to convince an old newsaper advertiser who has a system of his own to try outdoor displays, but once fairly rought into line a good trial of this method usually convincing, and he keeps it up.

I argue that the greatest advances in a vertising of late years have been made with posters and hulletin hoards, as there is no other method where the true coinrs of articles can be given except by the poster, bulletin, or wall sign.

To illustrate the force of outdoor advertis no inustrate the force of outdoor advertisling more fully, take any city or town where
none of the inhabitants know of the show
that is to appear in the place next week.
The hill boards are posted, and inside of three
days at the farthest the whole population
knows what the coming attraction is to be at the opera house or other place ment,-Profitable Advertising.

New Dramatic Paper.

The Western Stage, published by the Western Stage Publishing Co., Chicago, is a new comer in the theatrical field. It is a weekly and the first number of the first volume, which has reached our desk, is filled with newsy news and interesting reading. The pa-per fills a long-felt want in the Middle West.

Duty Removed.

Printers and advertisers in general have heretofore been greatly vexed because of a revenue law which placed a heavy duty upon all advertising matter which entered the island of Cubs. This order has now been re-scinded, and any and all kinds of advertising matter, providing it is not for sale or barter, now passes in without duty. That this means much to all general advertisers is self-evident. They can now send dodgers, signs, etc., to Cuba the came as they would send them to Texas or any other of our States. And ad-vertisers will undoubtedly avail themselves of the privilege. A new field is opened to them—a field practically untouched by advertisers of American products and manu-factures. Because of the recent strife and turmoil which existed in the island, things turmoil which existed in the island, things are as yet unsettled, and the people are poor. Therefore, satisfies which are not considered and the people are poor. Therefore, asticles which are not considered and the people are poor to the consequent and the people and the people are poor to the people are the people and the people are peopl

NOTES.

Porto Rico and the Phillippines are now below the property of the property of

valid until Congress decreed otherwise.

"A Brave Coward" is the tilte of a thriling atory of compalgning in the Philippines, the compalgning in the Philippines, and the compalgning in the Chicago & Northerestern Railway. It is a most pleasing little story, bringing in remarce as well as adverture. The book is a more pleasing little story, bringing in remarce as well as adverture. The book is the most remerkable feature of the book is the exceedingly small amount of advertising for the road which appears.

We are in receipt of a novel circular from be Smith-Premier Typewriter Company, rhich is cut in the shape of one of their ma-hines. Their catch phrase, "Improvement the Order of the Age," is given, followed by a account of the latest improvements on

Cocktail Olives, Royal Headache Tuhlets, Clarke Carriage Heater, and Dent's Tootheache Gum are among the products for which vigorous advertising campaigne are being planned.

Proportion must exist between the size of the ad. and the size of the business. A large business with a small ad. seems as ridiculous to the public as a small business with a big ad.

Some business men think that to advertise on the bearts properly they must be the control of the

The stout little hoy who swings bottles of ohann Hoff's Muit Extract is still in evience on the hoards.

Scourene, the rival of Sapolio, use and street cars in seeking publicity.

Hungerford & Darrell Advertising Agency, of Washington and Baltimore, send to advertisers a unique little booklet entitled "in Quest of Gold," It tells that good advertising means success and that they know how

The supplementary catalogue of room molding made by the A. F. Kern Company of Chicago has reached us. The cover is attactive and the inside is filled with cuts of moldings and prices. This house carries an immense line of frames, moldings, etc.

Eight-sheet posters are used to push the

Advertisements which have been most severely condemued by the experts often bring the best returns.

Aunt Jemima and Uncie Jerry are still on the boards. If it were not for the fact that he are different in color, we might think that some relation existed between them.

Builetins are coming into great favor with the hig general advortisers. Although they are more expensive than posters, by their use the business of checking up, etc., is greatly simplified.

simplified. Blue Label Soup and Campbell's condensed labulation of the label Soup and Campbell's condensed have to, for they are rivain, case of have to, for they are rivain, and the condense of have to, for they are rivain.

"Make a Note of It," sent by the Gunnitus System, was by far the most complete. Like bringers, R is worth having. The policy followed by Mr. Gunning in pushing this own owners are the sentences of the sentences of the sentences of the survey of the sur

All the talking in the world will not covince a hard-headed business man that post advertising pays. He must try it to be fur convinced. When he has once tried that in dium all the talking in the world can I make bim believe that it is not profitable.

'Allsopp's Ale uses eight-sheets to reach the

people.

The Stockton (Cal.) Mail has done some good work on the hooklet sent out to advertise the counties of San Joaquin and Tuolumne. The paper is good, the printing is clear, the half-tones are pretty, and the matter interesting and full of information concerning that section of the country.

Dr. J. B. Lynas & Son, of Logansport, Ind. are sending out quarter-sheet snipes, adver-tising flavoring extracts, toilet soaps, oint-ment and perfumes.

The Architect and Builder's Magazine, pub-ished in Baltimore, uses each month the ack page of their paper to advertise their

back page of their paper to advertuse their The Baffal Commercial says: "The late Evangelist Moody was a firm believer in ad-teritation of the same of the same of the will only use a little common sease—adver-ture. The total common sease—adver-ing the same of the same of the same part of the same of the same of the same part of the same of the same of the same succeed with only undertakers singue on it. For never get to be shorted. Somework of the same o

Use not all kinds of advertising, but only hose which pay you. those which pay you.

Dr. F. S. Persone, 12 Court square, Montgomery, Ata., will shortly advertise "Persons' Purgative" will posters. At the beginning be will use an eight-sheet and a onesheet. He proposes to deal direct with bill
posters, and invites correspondence.

The Beach-Kingsley Co., Binghamton, N. Y., proprietors of the Red Root Remidles, are going into posters heavily during the coming spring. They want to hear from hill posters, with a view of completing their lists now. Address Frank H. Beach, secretary.

Haydock & Co., Box 731, New York, was to hear from hill posters. They are using one-sheet.

one-sheet.

The following is an extract from a paper read by Edward Brunch Lyman, upon the old-time advertising methods found in the Connecticut Vailey newspapers in the carly times of the present century:

The advertising columns were not aeithout their humor. Here are some quotations: Drilling, ticking, crash, finamels, load of syrfelight this afternoon. It awwelens up "Hypotray" so much to have us deal in sugar and laceses that we have decided to enlarge into the domestics.

into the domestica."
"Tiffany's Ferry, Northfield, I have this day put my large boat into the Big Connecticut. I am stationed at Tiffany's Ferry, at the lower end of Northfield attret. The road way than it is to turn at Billing's guideboard, I can cross the river as quick as the horse-hoat, and assure my customers that they won't be "horsed" 34 rods out of their way, as they have the year passed.

"'Church goers! William Brown's Inex-haustible, Double Perfumed Pungent and

Smelling Bottle, extensively used to prevent

A. Hamberger & Sons, Los Angeles, Cal., have ordered 10,000 twenty-sheet posters for general distribution. Ther contract calls for delivery by April 1. They will deal direct, and hill pockers should address the advertising manager, G. E. Pairhead, 127 N. Spring street, Los Angeles, Cal.

As means of an advertisement, the Wash-ington Evening Star sends nut a fae simile of a statement showing the figure for the circulation of each day during the year 1895, She steet is signed by the treasurer and sworn to hefore a notary public. It is n con-vincing means of telling the oirculation.

The Actina is the mame of a little paper got-ten out by the Actna Life Insurance Com-pany. It is a house organ, and makes no at-tempt to disguise it, but pays its postage like a man.

a man.

We have received another offer from Pe Dougan to exchange advertising in the New paper Directory for advertisement of Ripan Tabules. Pete has lots of perseverance that's true, and you can't get around it.

The Curisted Medicine Company of Evnns-ville, Inst., has ordered another eight-sheet and another one-sheet to advertise Vucatan. and the constant of the constant of the con-stant of the constant of the constant sheets that this enterprising concern is using. They assert that the use of posters increases their saics over 65 per cent in all territory that they have covered to date.

that they have covered to date.

An Eastern man is trying in the South to work up a scheme to exhibit the products from the various States by means of an extension of an extension of the state of the state foot-runner, and turned over to tim. He will take them through the measurement of the state foot-runner, and turned over to tim. He will take them through the measurement of the state foot-runner, and turned over to tim. It will take them through the measurement of the state of the state of the state over the state of the state of

confusions with a cutile fair based on a sim-We icarr from an exchange that the mer-chants of filosophiaton, Ind., have been beau-ay lift. He represented himself to be the application of the control of the con-servation of the control of the con-servation of the control of the con-cerned acts for now seek with the managers with an advertising scheme. One of the feat-with an advertising scheme. One of the feat-with an advertising scheme. One of the feat-with an advertising scheme. One of the feat-tion of the control of the control of the con-trol of the con-trol

the company he pretended to represent had no such person on the road. However, the present had no such person on the road. However, the present person at the present person and quite a senation wherever they went at the present person person at the present person

The Bronx Soap and Perfumery Company of New York City will probably he a heavy according to before many moone.

Wells & Richardson's newspaper advertis-ing is now placed by Mr. Frank Stevens, of

on.

ise, of Circinnati, is advertising his
blaces by various mediums. He is using
coards to some extent.

As people turn and look twice at a man who is well dressed, so people turn and look twice at a good ad.

Pettijohn's Breakfast Food is heing very xtensively advertised upon the boards.

To post twelve-sheet posters probably cosis ten times as much as to post a one-sheet poster, but the twelve-sheet will bring fifty times the smount of returns.

The Navelty Advertising Company is the name of a new company of Coshocton, O. It was incorporated at Daver, Del., and has a capital stock of \$125,000.

Hummel & Vogt, hig cigar makers of Louis-ville, Ky,, are going on the boards. Russell & Morgan see the printing. Sam W. Hoke will send out the pager. Hummel & Vogt will send out the pager. Hummel & Vogt ers solely by reading "The Hillboard, for which they susserihed some two years since.

A most valuable little gift is being sent out by the passenger department of the U. P. as an advertisement. It is a book of about twenty pages, called "Indoor Sports," and gives the rules of many games and indoor

R. F. Morris & Son Manufacturing Co., of Durham, N. C., have nrdered 29,000 no-sheets and 1,500 eight-sheets, advertising their justiy-famed Key West Cheroots. Itili posi-ers should address the secretary, Mr. S. F.

EXCHANGES.

Suppose there is a fire at midnight. The bill poster arrives on the scene soon after the liremen, and while they subdue the flames he buttouboles the owner of the hurning ained to the store-room on the ground floor, musliy to some end. An hour after the fire is ont, he will be hearding up the show win-dows, and by the time the city is awake the boards will be covered with gayly colored bills heads will be covered with garly colored hills advertising anything from pills to a popular play. Let a shopkeeper move. Before half his pools are gone the hill poster will have spotted bim and laid slis plans. The first night the etereroom is vacant the hill poster will put in his appearance and unless a po-liceman interferes he will decorate its from with a gelection of invitations to huy a dezen

with a selection of invitations to huy a dozen kinds of patent medicines. A wagon breaks down late in the evening and the weary driver, unhitching his horses, goes home intending to return in the meroling prepared to put it to rights. The bill poster, ever on the watch, lasstems to his shop and mixes up a new lot of paste, while his as sistant lays out a choice assortment of small bills. That night they make the broken-down wagon look like the lion cage of a one-ring circus and the driver returning in th ing swears when he views the invitations to buy one of Blank's best husiness suits for \$4. Some night a servant girl, tired out with the day's washing, forgets to take in the family ash can. Before she is asleep the hill poster has sighted the can. Usually be has his paste and hills ready for just such a chance, and it takes him next to no time to decorate the can, changing its appearance so much that the kitchen cat, coming home in the early hours, seeing it, concludes that she d her bearings and moves on down the street to be lost.

the street to be lost.

There is an explosion somewhere in town.

The bozs hill poster hears of it and is off fer
the scene post harte. Arriving there, he
makes his way through the crowd and observes in which direction most eyes, are pointed. If the persons in the crowd are looking toward a dead wall he is delighted. He hunts up the man who owns it, rents it, or has access to it and makes a bargain with him. Then he hurrles up his men and before interest has been lost in the explosion be has choice selection of hills on the wall .- New

York Evening Sun. Poster advertising is making rapid progress

in these last days of the nineteenth century.
Years ago, when the husiness was not as well understood as it is at present, very few advertisers outside of theaters utilized

branch of publicity. Now that the huriness is established on a huriness baris, the returns are valuable, and

poster advertising pays.

Naturally, newspapers will not admit this fact, but advertisers who have tried it know, and the very fact that a number of the largest advertisers use hill boards when not in newspapers is an evidence that poster adver-tising pays.—The Advisor,

A suburhan resident of Delaware County is as mad as a March hare, and a sign board as mad as a March here, and a sign board did it all. He was driving home one dark night last week, and when the way seemed so long he hecame uncertain whether or not he was on the right road. He stopped his team



L. S. DICKSON, Princeton, Ky., Billposter and Distributor.

at a cross road, clambered out of the way crawled up on a fence and struck a match to read the sign hoard which he could dimly see outlined. At the peril of his neck he deciphered the sign by the giare of the brim and nearly toppled off the fence when he saw these words: "When in doubt go to Smith's for cod liver oil."-Philadelphia itccord,

The following history of the end of the Chas. If. Vogeler Company, manufacturers of St. Jacob's Oll, is given by Prioters' Ink and credited to a contemporary:

Mr. and Mrs. Devries have filed a joint deed Mr. and Mrs. Devries have filed a joint deed of trust conveying to Henry S. Dujaney, as trustee, all the property of the Charles A. Vogeler Company. The trustee has filed a hond for \$380,090. It is believed that the assets of the company are about \$150,000. A rough estimate places the liabilities between \$175,000 and \$200,000. Included in the deed of trust is the ante-unptial contract between Mr. and Mrs. Devrics, hinding them to protect the company and to place their cotire property in trust for the benefit of its creditors should such a step become necessary. This agree-ment was executed March 28, 1887. Mr. Du-lancy is directed to make an impordiate saic.

Trade publications give useful information and ints of new advertisers. It is estimated and ints of new advertisers. It is estimated to the control of the c

A number of proprietary concerns use si in the various medical papers in coonec with the newspaper and other forms of

vertising.

This is done to keep in touch with the physicians, and oftentimes is a profitable invest-

to the characteristic and produce investigation of the characteristic and the physician not long since is valuable hecuse concealed on not generally known, which is physician was asked, what he bugget. This physician was asked, what he thought on, that concern advertises in newspapers now, and physicians will no longer prescribe remarkable utterance, he could give none except to say that advertising in newspapers skied an advertiser like he opinion of physician and the production of the produc

sicians.
As long as the advertising was confined to medical journals the advertiser was all right; hut when he desired to reach the public and

CARLETON SPRAGUE.

One of the Younger Officers of the Pan American Exposition.

public or private, of all the property owned by Mr. and Mrs. Devrics. The estate includes the Vogeler Company's stock of medicine, and the trade-marks, formulae, etc.

the types admission and the state of the sta

names ment. to the distinution of adverting, and to the mitiplication of basis of disting, and to the mitiplication of basis of distinution of the distinution of the

increase his butleres, the advertiser was all Tax of the control o

Some any that I was care that killed the call. Others contend that I was care that the call of the contend that I was care that the call of the contend that I was care that when the contends that I was care that we can be considered to the contends that I was care to worth first cost and held on to I to I was I was contended to the contends who contends the contends of the contends that I was the contends of the contends that I was the contends to the contends of the contends to the contends of the contends to the contends of the contends to the conten

An enterprising carriage dealer in Central Obio rents windows in empty stores, up to the contract of the contr

tenariless buildings at a small rental, til owners glady halling the few dollars pl month as so much clear gain. Then be inle store with curtains and put in an attracti-display of vehicles, with a liberal allowand of price cards and signm directing people if opportunity of catching the prospective cu tomer's eye when the town is crowded as' the very novelty of the solehow is of itself omer's eye when the town is crowded the very novelty of the scheme is of it is excellent publicity-bringer—Ad Sense.

Facts and Fallacies.

Gleaned by ALLEN R. HARPADAR, Mill Run B

A man with an Idea.—Taking his cue fro the Kodaks language, "You press the hutto-we'll do the rest," a Western undertake nsiled up this sign. "You kick the bucks! I'll do the rest."

Pulled His Stakes.—Recently this sign at 1 peared in a Pennsylvania town; "B. F. Wel". Broker. New York Stocks and Obicaria." A wag suggested that it meant Blg Fish Welr Intended to ensumero

A Cool Bath .- A few doors above this, till A Cool Bath.—A rew do:rs above this, ill "Old Reliable Pruggist" displayed the will dow sign, "Soda Water, 5 cents: ice Crean jo cents," with this admonition: "Try—one inside." "To be taken Inwardly, of cours-hew elec?" queried an observer. The jewely next door, to whom the remark was addres! cd, declared "people insist upon washis their feet with the articles."

A Sure Winner .-- A ecmbined barber a A sure Winner.—A combined barber at dram shop had this unpunctuated language of a sign over the coor: "What do you this I'll shave you for nothing and give you drink." The meaning was, "What! do you think I'll shave you for nothing, and give you go with the state of the control of the conyou a drink!

Origin of Pawnhroker Sign.-Three gold balls were used by Lembard mereturits w onigrated to London from Italy and set used in the first pawnbroker cetabilishments, adopting the "three golden pills" to be borne of the Lombard corporation from the atmorial bearings of the Medici famil horse

A Sharp Trick.-Ordered by an Orleon ruler to hulld a mausoleum, the architect, subject, decided to rob him of fame. It stead of that of his royal master, he secreti stead of that of the royal master, he secrety chiseled his own name, then adrottly covel ing this with stucco, he carved the name an praises of his sovereign. The fund was suc-ceteful. His Majesty was delighted and grecratful. His Majesty was utinguavesled the name of the shrewd subject, whose

He Was Not in the Business.-An illustra tion of the result of the lack of clear enunc; ation on the part of a speaker preaching th atton on the part of a speaker preacting ta-flueral sermon over the remains of a prom-ment citizen in the West: The orator in in-theoretical flight of vision meant to conve-these ideas: "I can see his panting spirit sig-among the chaste stats. " " and methins i see his noble lineaments Imprinted on ever rock, tree and fence in this county, with whose history he was so closely connected. Instead of these glowing words, the local paper the next week had it: "I can see his spanking spirit's eye among the chase tare imprinted on every rock, tree and feuce the county.



BENJAMIN MILES, Huntington, Ind.



PROGRAM.

Obio Fair Managers' Association.

The third annual meeting of the Obio Fair wire house, and the pair house, Linea, O. Wednesday and Thurshy Feb. 71 and 72. Led great chort he being year thouse, and the pair of the pair o

What recognition shall be given to the Speed Department?

E. L. Gioves, McComb Discussion—W. S. Haskell, Bowling Green.

orty minutes' discussion of Fair matters

Discussion—rion. E. B. Giland, van wert,
Does the Poultry Department receive
the pioper recognition?.....
Wm. Demiand, Findiay
This Tepic will also be discussed by the
ixors of some of the best Poultry Journals
the country.

Would uniform rules and classification be bereficial to Pairs! L. B. God, Himer. God, Himer. L. B. L.

the Pan-American Exposition Building.

The court of the Machinery and Transportagen Building of the Pan American Expotjon Building of the Pan American Expotper Sugaran for the Control of the Sugaran for the

the water is low, so as to receive the reflection of the growth around the pool, such properties of the same and freshoess to the amount of the properties o

Sale of the Main Shows.

The auction sale of the Walter L. Main circus and menageric, which took place at Genera, O. Jan, 31, 25 and 35, drew highester Genera, O. Jan, 31, 25 and 35, drew highester series seen in America. Twenty-two shows over represented. The hidding was lively experienced to the property brought extended to the control of the

A most interesting and scientific exhibition is the Deep Sea Diving Nevelty presented by Chu. Louis Sorben at parks and expedience of the Chu. Louis Sorben at parts and expedience of the Church Sorben and conducted the water stows given at the exposition is agoon and which were the means of attracting great part his second at all the leading park, runmer resorts and expositions throughout the country.

Cincinnati Poultry Show.

A Complete Success Both in Exhibits and Attendance.

Attendance.

The second annual those of the Cincinnation of the Ci

Souvenirs at New York Cycle Show.

(Special Correspondences). Although he eyec. Ind among the 60 of the metropolis is a thing of the past, it has been replaced by one in which if the re-clearly constructed in the state of the past of

A Big Exposition.

To be Held in the Original Exposition City.

A Big Exposition.

To be itself in the Original Exposition City.

At a recent meeting of the Manufacturery close of Cinetimatia, a resolution was introverself and the Company of the Company of the Manufacturery close of Cinetimatia, a resolution was introverself and the Company of the Application of the Company of the C



Money Needed.

Toledo May Lose the Ohio Centennial Exposition.

The project of celebrating, in 1902, the one The project of casemating, in 1992, the one hundredth amilyersary of the admission of olito into the Union seems likely to be abun-doned by the city of Toledo. The directors of the cuterprise have for over a year he or the cucreptus may be of the a year never trying to ruise \$500,000 by subscription, which amount is necessary before appropriations from the Government and State are availa-Although they have worked hard, the ble. Although they have worked hard, the results have been nutting like what they should have been, or what was expected. The public do not seem to be in full accord with the movement, which probably accounts for the fact that in all the Ohio Centennial Comany has only heen able to collect about pany nass only neen anie to collect about \$165,000. If the present company can not se-cure the required \$500,000, it has been procure the required \$500,000, it has been pro-posed that a new company be formed to try and divorce the Tolednites from enuagh of their coin to make up the deficiency. How-cver, it is very improbable that a new company would meet with any hotter success than

the first. However, later news tells us that Hon., Charles P. Griffin, of Lucas, and others of promineous in he Legislature who have Toledo's interests at heart with regard to the how, lowered at heart with regard to the proposed oble Contractual Exocution, have agreed upon a new planch of the project hands. Owercross Bushed; and Namb project hands of the project hands of the project hand had been as deficiency. A half million decount of the project hands of the project had been as defined by the part of the project had been as the pr

New York State Fair Agitation.

The State Fair at Syracuse has for the past few years not been as successful as it might have been. Particularly was this the case with the last fall fair. Many reasons have been volunteered as to why this is the ease But most prominent among the criticisms int most prominest among the criticisms upon the policy of the present management have been those upon the action in refusing to allow horse racing at the fair last fall; their idea being to dispense with the races and substitute a horse show every year, instead. This plan has encountered severe op position, and a movement headed by a for-mer Secretary of the New York State Racing Association and the President of the State Ason of County Fairs is on foot to de-

seviation of County Pairs is on foot to drope the present management and float and float and the seventh of the county of the float and the seventh of the seventh o

Petition for a National Park.

The following is the substance of a rial to Congress from the Appalachian National Park Association: To the Senate and the House of Representa-

tives of the United States of America: The petition of the Appalachian National

Park Association respectfully shows: "That your petitioner is an organization composed of eltizens from many States luthe Union, and was formed for the purpose of bringing to the attention of the Congress ut the Union that the desirability of establishing a National Park at some place in

the Southern Appalachian region. "The headings of the facts given why such a park should be established are:

The rare natural beauty of the South Ap-"The rare natural beauty of the South Ap-solachian region; the supent forests of the Southern Appalachian system; the necessity-of proserving the headwateu of namy rivers tiving in these mountains; the heathfulness part; the location is extrait, it the Eastern States are entitled to a National Park; the tark would my are a forest reserve; the tille are more supervision as to the location of the park.

the park.

Adde from the face value of the petition, the memorial is a very good sample of territorial advertising.

Oklahoma Fair Men Meet.

(Special Correspondence.)
In answer to a call made by the Secretary
of the Garfield County Fair Association, the representatives of the several fair associations of Oklahoma Territory met at Oklah no Jan. 8 and perfected plans and arrangemenes for the forming of an organization be known as the Oklahuma Racing and Fulr Circuit. Its members are as follows: The Garfield County Pair Association, at Enid:

Meeting Indiana Fair Managers.

At the meeting of the Indiana Association of Fair Managers, of which Mr. H. L. Now-lin as President and W. M. Blackstock, Secretary many subjects of great interest to fals nunlagers were discussed and many interesting speeches were delivered. This united exclange of ideas between those connected with the fairs lends a powerful influence over the policy of the managements of these exposi-tions. The subject, "Successful Management of Fairs," was discussed at length in a gen-eral way. Mr. Robert Mitchell led the disunificated processing and the state of the s

Buffalo Bill Must Have Indians.

It was recently announced that the Indian department had withdrawn from the Indians the privilege given of appearing in public ex-hibitions. This notion caused much consternation among the circus people, and especial-ly among the Wild West show managers, Major Burk, representing Colonel W. F. Cody, called upon Commissioner James with w to having the order reconsidered. He a tree to the right of the Wild West show in which he is interested. Commissioner Jones which he is interested. Commissioner Jones which he is interested. Commissioner Jones which he is the property of the declared that such an order would simply

Paris Exposition Notes.

The Cisplay of automobiles at the Paris Exposition will be a brilliant one. The sum of 100,000 france has been allotted to that department. This intercy will be expended for trucks, stands and for prizes. These prizes tracks, stands and for prizes. These prizes will be given in activitie to unclair and dipletume awared by the expection, to the wilners of four races which have here arranged and of the following competitive tests for vascincendines of all descriptions. 2. Cohe and estudiar whileles weighing not more than 500 kilogrammes. 2. Heavy automobiles and transportation and deflerey wascost up to 1.300 kilogrammes. In weight 1. Lifeth velleying of the property of the competition of the control of the cont

FAIR NOTES.

A fuerdous correspondent, withing if the officers of the University of the Conference of the University of Trumanshurg, N. Y., liberves: "J. T. Hono, of the President, is a fuerchant prince; Vice with Services of the Conference of the Conference

faiture. The Carmbral Association of St. Paul, Minn, has decided to build an lee Palace, and will creet one at the foot of Capitol Hill. The palace will have a frontage of 250 feet and the except fower will have a frontage of 250 feet and the except fower will have a frontage of 250 feet and the except fower will have a frontage of 250 feet and the sales of the palace of the palace of 250 feet and the sales of 250 feet and 250 fee

The old Winchester Fair, West Union, O., is a thing of the past. The grounds are to he transformed into a poultry farm,

he transformed into a positry farm.
At a meeting of the Indians fleet Beard of Introducer and Secusions was been perfectly the Indians of Introducer and Introducer and Introducer and Indiansport Indians

for handling the crowds.

Fair masagers of Galiforma, Oregon, Washlegton, Idabb, and British Columbia will hold a meeting at Salem, Ore, Feb. 6, to arrange for a fair circuit throughout these Sattes. It excludes the control of the columbia will be control the columbia of the columbia o

during the fair week will also be arranged, Barly this month a winter carnival will be beid at Roseland, B. C. The program will include curling, coasting, mow-shoe skating and ski vacing, hockey matches, fancy skatter, and the same state of the same carnival to the same carnival will be said to the same carnival size of the same

Snn Diogo expects to give a water carnival during the week of Feb. 22, providing Admiral Kautz and the Pacific squadron are there at that time. Admiral Kautz has already agreed to do everything in his power to make the carnival a success.

Centrata a success. Pair Secretaries—As sonn as your dates are definitely fixed, send them to "The Billboard." In California, the send them to "The Billboard." In California. This year the exhibits will probably surpass those of any previous year, doubte the sund state.

The building exceed in Circinnatt for the probable of the property of the control of the property and cost over \$50,000. It would make an ideal place in which to hold a national political converted to the property of the control of the property and cost over \$50,000.

Illical convection. The notes a fusional po-terior of the property of the property of the The official certainty, is not be in marked con-tion. It will be an excellent estample of Preuch publishing and yet will not be ex-sistent. It will be an excellent estample of Preuch publishing and yet will not be ex-tended to the property of the property contingency of the property of the pre-ture, one for each governor beautiful and will be found in each volume, besides a spe-cial plan of the class to which the book be-cluded the property of the pre-ture of the p

and non-versant with the special suffect or which they stime angest vines and ref or appear is proclaiming in searcie ormaneutal lateve that an inclustration, indicing and citrus lateve that an inclustration, indicing and citrus a youtug, beared to the process of the search of the

The diverge of the stronger of the Country (1997). The diverge of the stronger of the Country (1997) and the stronger of the Country (1997) and the country (199

Probably the biggest regatta in the country during the coming year will be me which the country during the coming year will be me which has Yacht Club, or July 4. All the yach clube of all if the Great Laken and the mean been invited to participate, in the great meet. The fair grounds at Tepcha, Kail, were receively which by the fifthed worth of property which by the fifthed worth of property which by the fifthed worth of property with the property which will be property with the property which will be property with the property

Not.

"New, H. C., McGall Travis in the manager's product of the control of the c

Midway shows of the day.

The Ohio State Deirymcu's Association appointed a committee of three to arrange for the committee of three to arrange for the committee of three to arrange for the committee of the committee has arranged far a number of each premium of the committee of

The Republican convention will be held: Philadelphia nn Tucaday, June 19. Chicag St. Louis and New York were Philadelphia moct prominent rivals.

St. Louis proposes to tear down her big ex-position building and will erect a public li-hrary costing a million and one-half dollars. The Carbor County Industrial Society of Letziston, has elected the following officers for the new year: Practiont, Henry Miller; Treasurer, C. E. Brinkman; Secretary, C. W. Bruwer: Directors, C. W. Obet, C. E. Brinkman, I. B. Seidel, F. J. Obert, W. H. Obert, D. Ebhet and W. E. Astr.

Achille Philion and bis wife sailed nn Jan-uary 4 for a three months' pleasure trip to Europe. He has signed with Co. Frank Gas-kilfi for thirty weeks, beginning May 7. This takes him through an entire season without a vescant date.

a vaccart case.

St. Louis has full wed the example set by Philadelphia and Luffalo. Every letter which now leaves St. Louis bears an announcement of the Louisiana Purchase World's Fair. The other proposed expositions will no doubt be in line before long.

Sept. 12 to 20 are the dates decided upon by the Nove Scotta provincing exhibition com-mission for this year's skirw. Hon. J. W. Longley is again President and Mr. J. E. Wood has been appointed manager, which po-sition is now a permanent and a substrict

The Ohio State Fair will probably be held Sept. 3 to 8, at Columbus, O. A pure food exposition was held in Youngstown, O., Jan. 29. Mansfield, Lima and To-ledo follow in the order named. Henry Ton-ges is the manager.

gos is the manager.

The dates for the spring meeting of the Ontario Jockey Club have been fixed from Thursday, May 24, to Saturday, June 2, covering a period of nine days. The Queen's Plate will be run on the opening day, which is lier Majesty's birthday.

is Her Majesty's birthday.

A plant for generating electricity with which to charge the accumulators of electricity which which to the proper time. A unique feature of the races will be their reproduction by electrically-moved miniature automobiles. The set-ally-moved miniature automobiles are set of the reproduction of the result is the will be given. The news will be brought by means of optical and wireless telegraphy.

A Cycle Show in Germany.

By J. GRANT CRAMER.

Whou a cycle show is held in the United States, promoters and exhibitors do all in their power to make it attractive to the gentheir power to make it agraculty of see sear-cral public. The manufacturers and dealers meet, do business and exchange ideas, but at the same time the people are by no means forgotten; information is gladly given them: they circulate freely throughout the show and have every opportunity to compare the vari-ous makes of cycles and sundries. In Germany it is entirely different. An air of deep many it is entirely different. An air of deer myssery brocks neer the show; the exhibits are carefully protected from the vulgar gaz-of the cycling public, who are rigidly exclud-ed from the show, or "Fahrradmesse," as i

Last year the German cycle show was held James, years use current cycle silver was hold in Lippile—the fill engrace (vi) in Germany and the Lippile—the fill engrace (vi) in Germany and discount fill engage (vi) when I network to Cyypial Palace, a gruff "What do you want? greeked me. "I want to buy a ticket bu the company of the co ln Lainzig-the third largest city in German

convencions.

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, prove of importance to advertisers, snowmen, threelmen. general passenger agents, etc. The list is carefully revised and corrected monthly.

ARIOU, O.—1940 Letter corriers' Association for the Medical Association for the Medica AND STATEMENT, 1990. F. E. Heldeway, Anderson, Md.

Addition of the Market of the Mary-iand, Independent Order Mechanics. March in Mary Market of the Mechanics. March more str. Bettimore, Md.

ALTIMORE, MD.—National Association of Byrne, 438 Cottage Grove av., Chicago, Ili, MJIMORE, MD.—American Bowling Con-green. Jan. S. Sam Karpf, New York City, green. Jan. S. Sam Karpf, New York City, RCY. ALTIMORE, MD.—Grand Lodge, K. of P. Annii 10, 1900. James Whitehouse, Box 517, AANOON, ME.—State Motes Progressors as received in the 2, 2000. E. M. Blanding, several to the 100 and 1941. S. I. Spaneer, Wicnita, Ann., seey, DEPUTON, TEX.-Green B. Highed Association, Control of the Control of James F. Smith, III Jeneks st., Fall River, SOFTON, MASS.—Grand Lofey, N. E. O. P. March I. B. S. Hinckkey, I Somerset st., Somerset st., Softon St., Softon S. Softon, S. Softon, S. Softon, T. Communication, J. Communication, J. Communication, J. Communication, J. C. Marchaelter, April 24, 1900. George T. G. Marchaelter, April 24, 1900. George T. G. Communication, J. C. McGler, April 11, 1900. Prederict Medical Society, April 11, 1900. Prederict Medical

Barberous, so equinces se, accurates, the property of the prop

Association, March 14, 1960. E. O. Winson, Chebrea, Mass. OSTON, MASS.—Womens Relief Corps State Convention. Feb. 13 and 14, 1960. Augu A. Robinson, 657 Washington st., Boston, Mass.

BOSTON. MASS.—Re-union Sinh Regiment Association. Peh. 2: 100, Arthur Banner. 100 Pederal E. Boston. Mas. 100 Pederal E. Boston. BOSTON, MASS.—National Wed Manualchur-North, Boston, Mass.

BOSTON, MASS.

BOSTON, MASS.—Andest Order of Hiber-North, Boston, Mass.

BOSTON, MASS.—Andest Order of Hiber-delphia, Ft., and seep;

BOSTON, MASS.—Alexe Founds Kulphia of Seep;, 557 Washington street, Boston.

BOSTON, MASS.—New Empland Gas. England BOSTON, MASS.—New Empland Gas. England BOSTON, MASS.—New Empland Jan.

BERACKERIEDER, OXT.—Ghand Ottange Lodies BERACKERIEDER, OXT.—Ghand Ottange Lodies BERACKERIEDER, OXT.—Ghand Ottange Lodies Langtord, Brackeridge, Ont.

BERSSHADER, Edited Common Common BERSSHADER, DATE, STORMAN COMMISS.—AND Langtord, Brackeridge, Ont.

BERSSHADER, BOSTON, STORMAN COMMISS.— THE Union. April, 1909. Mass Anna Williams. Philadelphia, Dec. 89, Wasp. Tyras, seep-ter, Union. April, 1909. Mass Anna Williams. Philadelphia, Dec. 89, Wasp. Tyras, seep-ter, Union. April, 1909. Mass Anna Williams. Franciscon. Burnis, Dec. 89, Wasp. Chanadion So-ciety, Pub. II and II, 1909. William F. Restricter, Burnis, N., Te. S. Honor, June 12. D. F. Nelson, 316 Olive et., St. Louis, BULLLINGTON, V.T.—NEW England Order of PROBLET SECT. 141 W. 26th St. New York CONTROLLAND. WASH. SELE Countell of Wash. Jr. 0, U. A. M. Feb. 2, 1000. W. S. CONTROLLAND. W. S. CONTROLLAN U. W. Marcy, 15 Frankin st., Boston, CHICAGO, LLL—Grand Lodge, D. O. H. der V. ST. Sept. 5. Chas. Lauber, 197 Somers st., Brocklyn, N. Y. Austrelan Railway, CHICAGO, 1LL—The 1990, W. P. Alulo, 28 Park Place, N. Y. City, CHICAGO, 1LL—State Press Association, Feb. 7 to 9, 1990. J. M. Page, Jerseyville, Page, J. State Press, Association, Peb. 7 to 9, 1990. J. M. Page, Jerseyville, CHICAGO, 1LL.—National Anti-Trust Con-ference. Feb. 12, 1900. M. J. Lockwood. Terrace. Feb. 12, 1990. M. J. Zelienaple, Pa. CHICAGO, ILL.—Netional Educational Association, Superintendents. Division. Feb. 28 Vor. City, president. S. Downing, New York City, president Duroc-Jersey Record Association. Jan. 2, 1900. Robt. J. Chicago, Phys. Rev. 19, 1980. Ill. Sci. 1990. Robt. J. Chicago, Phys. Rev. Lett. 1980. Robt. J. Chicago, Phys. Rev. 19, 1980. Ill. Sci. 1990. Robt. J. Chicago, Phys. Rev. 19, 1980. Ill. Sci. 1990. Robt. J. Chicago, Phys. Rev. 19, 1980. Ill. Sci. 1990. Robt. J. Chicago, Phys. Rev. 1990. Robt. J. C CHICAGO, H.A.—National Duros-Jersey Record Association, Jan. 31 300. Robt. J. ord Association, Jan. 31 300. Robt. J. ord Association, Jan. 31 300. Robt. J. ord Association, Jan. 32 10 859. I. Capi. CHICAGO, H.L.—Chillerin Homocopatitic Medical Association, May 8, 3 and 10. Education of the ChicAgo, H.L.—Hillient Control Medical Conference on the ChicAgo, H.L.—Thinkow Control Scolety, Jan. ChiCAGO, H.L.—Probiblishin National Conference on the ChicAgo, H.L.—Probiblishin Nationa vention. June 27, 1990. W. 1. marus., georgicol. L. — National Femeric Institut, University Association March, 1900. C. A. Willmearth, Seneca, Ill. — CHICAGO, ILL.—Steam and Dredge Engineers, Brothenbood of America. Jan. 2. T. L. Delsa, 39 Deerborn st. — L. Delsa, 39 Deerborn st. — L. Delsa, 39 Deerborn st. — National Eccampment. Aug. 25 to Sept. 1. Thomas J. Stewasti, Philosciphia, Pa., secy.

CHICAGO, ILL.—American Maize Propogan-da Annual Meeting. Feb. 5, 1909. B. W. Snow, seey., Marquette Bidg., Chicago. CHICAGO, ILL.—Central Lumber Sash and Door Salesmans Association. Feb. 6, 194. John Ozenford, 915 Capital ave. Inclaed, olls, John Occasion, 20 Coppliative, Inches olds, Control, 20 Coppliative, Inches olds, Christonia Caracteristic B. Y. Chiver, 223 Dearborn at, Chles and Accepted Socialis Bitter, 19th, 200. Rev. E. & Chiver, 232 Dearborn at, Chles and Accepted Socialis filter. Peb. 20 to 22, 1900. Inches A. Collins, Chichard, 19th, 20 to 22, 1900. Inches A. Collins, Chichard, 19th, 20 Coppliation of Civicia of Folice of United States and Canasa, Alexa Sarrey C. Curr, Grand Rapella, 19th, 200. Chichard, 200 OLL MICE, O — State usas Lugar Associated Delaware, O Delaware, O COLINBUS, O — Ollo Valley Press Associated Delaware, O COLINBUS, O — 1990. John J. Tragger, COLINBUS, O — The Order of the United Columbus, O COLINBUS, O — The Order of the United Columbus, O COCOLIN, N. H.—United Order of the College and St. Class. R. Plegg, Columbus, O COCOLIN, N. H.—United Order of the College Associated Columbus, O COCOLIN, N. H.—United Order of the College Associated Columbus, Columbus, Columbus, C. P. P. Columbus, C. C. P. Columbus, C. P. Columbus, C. P. Carlon, C. C. Columbus, C. C. C. Columbus, O., secy. COUNCIL BLUFFS, 1A.—Grain Dealers' Con-vention. March, 1900. G. A. Stubbens, Covention. March, 1999. G. A. Stubbens, Coburdon, March, 1999. G. A. Stubbens, Coburdon, Color and Stowell, 1110 Layon ac., Des Molee, la.

DES MONES, DOWA.—National Congress of Program of the State of Program of Circia, Mutual Benefit Association. Sept. DBFRIOT. MICH.—A. O. I. W. Grand Lodge. Feb. 20. John F. Hollins, Derroit. Berriot. J. W. Grand Lodge. Feb. 20. John F. Hollins, Derroit. Berriot. J. W. Grand Lodge. Feb. 20. John F. Hollins, Derroit. Berriot. J. W. Grand Lodge. Feb. 20. John A. Festins, Development of the Control of the Contr Feb. 21, 1990. L. Mich., president.
DETROIT, MICH.—Republican State Leagua
Feb. 22, 1900. Burt D. Cady, secy., Port DEFROIT, MIOH.—Republican State League Feb. 22, 1905. Burt D. Cady, ascy., For D. DOLESTOWN, PA.—Orand Lodge of Fenn-sylvania, Shied of Honor. March 19, 1909. Edwin N. Mason, 29 Franklin et., Phila-DOVER, DBL.—Offseed Lodge, A. O. U. W. Feb. 13, 1909. Chas. E: Woods, Wilmington, DU-UTH-T. MINN.—Minneson Retail Hard-ware Association. Feb. 14, 1900. J. W. Clart Minnespolis, Minn., accy.

DURHAM, N. C.—Jr. O. U. A. M., State Council. Feb. 20, 1900. P. S. Preston. secr. EMM ETSBUIKO. 10WA—Upper Des Montes Editorial Association. Pebruary, 1900. Rev. A. M. Adam, Humbottl, Iowa, secy. EMPORIA. KAN.—State Oratorical Association. Peb. 9, 1900. M. C. Lenner, Atchion. Peb. 9, 1900. M. C. Lenner, Atchion. tion. Feb. 9, 1900. as. ...
son, Kan.
EMPORIA, KAS.—Democratic Editorial Fraternity of Kansas. Feb. 8, 1900. W. P.
Morrison, secy., Sterling, Kas.
PARGO, N. DAK.—I. O. J. F. Grand State
Encampment. Feb. 20. H. J. Rowe, Cas-Morridon, sery, merutabe, nor. Grand State Encampunet. Feb 20. 11. J. Rowe, Gast Encampunet. Feb 20. 11. J. Rowe, Gast Encampunet. Feb 20. 11. J. Rowe, Gast Feb 20. J. Rowe, Feb 20 Lodge. Feb. 5. G. U. Fanton, grand secy. GALVESTON, TEXAS—Rebekah State As-sembly. Feb. 5. Mrs. J. D. Alexander, LOGICE FOR S. G. C. Fahre, Dalles, Tex.

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HARTFORD, CONN.—State Promological So-Inktryouth CONN.—State Promotogical So-picy Control of the Control HART-PORT. CONN.—Resulting Connections HART-PORT. CONN.—Resulting Connections HART-PORT. Control of the Control of the HART-CONTROL OF THE CONTROL OF THE CONTROL OF THE HART-CONTROL OF THE CONTROL OF THE C 1906. Billede E. Wright, Greeley, Neb., 1906. Billede E. Wright, Greeley, Neb. 1906. At Steeley, Neb. 1909. At B. Steeley, Neb. 1909. At B. Steeley, Neb. 1909. At B. Steeley, Neb. 1909. At S. Steeley, ment. Feb. 22, 1900. A.
N. Y.
LANCASTER, PA.—Royal and Select Masters
Grand Council. Feb. 27, 1900. J. S. Syhe,
Lancaster, Pa.
LANCASTER, PA.—Y. P. S. C. E. Convention
Feb. 26 and 27. Rev. J. W. Deshous, Lan-Feb. 28 and 27. Rev. J. W. Deshous, Law-Learner, S. S. C.—State Council of South Castellina, Jr. O. U. A. M. Third Tuteday in April at 8 p. U., A. M. Third Tuteday in April at 8 p. U. A. M. Third Tuteday in April at 8 p. U. A. W. S. C. F. O. Box 38. George Council of Souther, Lewis S. C. F. O. Box 38. George Council of Southern Council of South W. 6th. Ad. Windesten. DelLower and March an

Recy.
MADISON, WIS.—State Horticultural Society.
Feb. 5 to 8. P. J. Phillips, Madison, secy.

MADISON, WIS.—State Bar Association. Feb. 13 and 14. Cornelius T. Haring, Box 325, Milwaukee, Wis. MINUAURCE, WIS.—State Bee Keeqers' Association. Feb. 8 and 9, 1900. N. E. France. socy., Platteville, Wis.
MAHONEY CITY. PA.—Reformed Brother-hood of Andrew and Philip. November, 1900. W. O. Anderson, secy., 613 Presatuma MANCHESTER, N. H.—Grand Division, Sons of Temperance of New Hampsbire. Tues-day, April 24, 1900. Albert H. Marshall, Nathia, N. H., secy. day, April 23, 1906. Author 14. Marshail, M. Nashai, N. H. Nason, Rebedshi, Asroni M. Nashai, N. H. Nason, Rebedshi, Asroni M. Nashai, N. H. Nason, Rebedshi, Asroni M. Nashai, N. H. Nason, Rebedshi, A. Nashai, N. H. Nashai, N. is.

WAUKEE, WIS.—General Federation of omen's Clubs. Blennial Meeting. May, 00. Mrs. Emma A. Fox, 21 Bagley ave.,

HINT CAMBER SCHOOL AND ARRESTED AND ARREST CONTROL OF THE ARREST C Amounton, March S to 30. Rev. Get. Dawnerton, March S to 30. Rev. Get. Dawner, Sec. March S 1. Rev. Get. Dawner, S NEW ORLEANS, LA.—TREVER PROSTREET, NO. 18, 187 P. 18, 187 P. 18, 187 P. 187 P.

ta, Ky.

PATERSON, N. J.—Sons of Veterans State
Encampment, Feb. 21 and 22. James B.
Adams, Atlartic City, N. J.

PAWTUCKET, R. I.—Sons of Veterans, State
Encampment, Feb. 6, H. D. Gifford, Prov-PAWTUCKET, R. I.—Som of vectorans, Batter Boncampurer, 19-6. H. D. Gilford, Province Communication of the Communic

Voterdmry Medoul Association, Veterinary Section of the New York, Landowsky et and C. W. S. Rhousin, D.V.S. Landowsky et and C. W. S. Rhousin, D.V.S. Landowsky et and C. W. S. Rhousin, D.V.S. Landowsky et al. (1998). The New York of the New York of the Philadella Philadella

PROVIDENCE, R. I.—National Federation of Textile Operatives of America. Second Mon-Textile Operatives of America. Second Mon-Textile Operatives of America. Second Mon-Textile Operation of Textile Operation. Second Property of Textile Operation. Second Property

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TIPTON, IOWA.-Fraternal Brotherhood of the World. Feb. 6 and 7. J. E. Williams, Tipton, Iowa. TOLEDO, O.—National Convention G. A. R. 1963.

1903.
TOPEKA, KAS.—F. & A. M. Grand Lodge.
Feb., 3d Wed., 1900. A. K. Wilson, secy.
TOPEKA, KAN.—National Aid Association,
National Council. Feb. 14. S. D. Cooley,
761 Jackson et., Topeka.
TOPEKA, KAS.—Grand Chapter, Royal Arch
Masons. Feb. 12, 1909. Jacob DeWitt, secy.,

16 ROCHESTER, N. Y.—A. Ö. Ü. W. Ğrand Lodge, March 6, 1900. Fred. Oleason, 29 Prospect at., Rochester, N. Retall. McroCK ISLAND, ILL—State N. Retall. McroCK ISLAND, ILL—State N. Retall. Mcchenieder, 1172 Second av., Rock Island, 1900. UR. Chiefter, Rock Island, Lodge. Feb. 21. A. W. Glidden, New Cablodge. Feb. 21. A. W. Glidden, New Cablodge. Lodge, Ful. 21. A. W. Gildden, New Cases, A. W. Gildden, New Cases, A. W. Gildden, New Cases, G. G. F. W. G. F. W. Gilden, A. P. W. G. F. W. Gilden, A. P. W. G. F. G. F. W. G. F. G. W. G. W. G. F. G. W. G. F. G. W. G. W. G. W. G. W. G. W. G. F. G. W. G Grund Roccamonenic April, 1900. Ec. W. 1843. Son. Local Co. Wilson, ecc., 1906. Son. 1843. Son. Local Co. Wilson, ecc., 1906. Son. 1843. Son. 1906. Son. 1843. Son. 1906. Son. 1849. Son. 1 18 NYIA FE, N. M.—N. Medical Society. May 29, 1900. W. G. Hope, Albuquarque, May 29, 1900. W. G. Hope, Albuquarque, State Convection. Feb. 3, 1900. Wm. Harden, 25 Freedent st., Savanoah, Ga. SAVANNAH, G.A.—Southeastern States Blure Savanoah, Ga. Savanoah Association. Feb. 10, 1999. E. Thomas, Association. The Comparison of the Comparison Ind.
ST. LOUIS, MO.—Retail Dealers' Association of Vehicles and Implements of United States. Oct. 3. J. R. Wright, Domphan, Mo. ST. LOUIS, M.—Missouri Retail Hardware and Stove Dealers' Association. Feb. 13. ST. LOUIS, MO.—Royal Areanum Grade ST. LOUIS, MO.—Royal Areanum Grade Council, as how the control of the control of the ST. PAUL, MINN.—Imperial Knights, Imperial Commandery, Peb. 18. G. Thare, St. ST. PAUL, MINN.—Grand Conge, Minnesota A. O. U. W. Fourth Taesday to March, ST. PAUL, MINN.—Grand Council of Minne-sota, Royal Areanum, March 7, 1996. Geo. T. Hughe, St. Gunranty Bide, Minnesophia, T. Hughe, St. Gunranty Bide, Minnesophia soda, Boyal Arcasum, March 27, 1986. Geo.
T, Hughe, S. Guranty Hiller, Minnespolis,
T. PALL, MINN.—Degree of Honor Grand
PROPERSON OF THE STREET OF THE STREET OF THE STREET
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off Jackson St., Topola, Chapter, Royal Arch Massons, Fab. II, 1902 (and) betwit, seep, Baltan, Kan. II, 1902 (and) betwit, seep, Baltan, Kan. III, 1902 (and) betwit, seep, Baltan, Kan. III, 1902 (and) betwit, seep, Baltan, St. III, 1902 (and) betwit in the seep of the WASHINGTON D. C.—Theta Delta Chi Fra-territy, Grand Lodge. Feb. 22 and 23, 1900. Davis N. Lockwood. Buffelo, N. V. WASHINGTON, D. C.—Womeu's Relief Corps. Department of Potomae. February, 1900. J. Enuma Evans, 601 A st. S. E., Washington, D. C. Department of Potomace. Psytracty, 1986. J. D. Churdyon, Van M. S. E. Wathington, D. D. Churdyon, V. D. Churdyon, Mann. Performance, V. D. Churdyon, W. D. Churdyon, W. D. Churdyon, W. D. Churdyon, V. D. Churdyon, W. W. W. RUGG,

WATERTOWN, WIS.—State Dairymen's Association. Feb. 14 to 17. G. W. Burchard, F. Akthori, F u. Anien Smith, 2521 Camarios St., Phila-delphia, Pa.
Wiln-CHESTER, VA.—Grand Lodge K. of P.
of Virginia. Feb. 27, 1990. Waiter A. Ea-wards, 356 Holt St., Norfolk, Va.
WINFFELD, KAN.—Kansas Social Science Federation of Women's Clubs. May, 1890. Miss Florence Rockwell, Jucction City, WINONA, MINN.—Retail Grocers' and Mer-WINONA, MINN.—Retail Grocers' and Mer-WINONA, MINN.—Retail Grocers' and Merwilsowa, Minn- Reall Greecew and Merchantz's Association, Ph. 9 to 22 J. 7.
WOLSELEY, N. W. T.—L. O. L. Northwest Touritories Grand Longies, Ph. 1988.
WOLSELEY, N. W. T.—L. O. L. Northwest Touritories Grand Longies, Ph. 1989.
WOODSTOCK, ONT.—Y. M. C. A. Convention of the Convention

LIST OF FAIRS.

This list is revised and corrected month-ly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published abso-lutely Free of Charge. Copyrighted 1899. All rights reserved.

ALABAMA.

BIRMINGHAM, ALA.—Mardi Gras Carnival. Feb. 26 and 27, 1900. H. W. English, Box 80, Eirmingham, Ada., pres. MOBILE. ALA.—Carnival. Shrove Tuenday, W. K. P. Wilson, chairman executive com-mittee: Edw. Macariney, treas.; A. B. Ken-nedy, Mobile Caruival Association, seey. GEORGIA

CORDELE, GA.—Mardi Gras and Street Car-nival. V. J. Erhart, director. ILLINOIS.

ALEDO, ILL. Mercer County Agricultural Section 1. Augustus Agricul 19 to 14. E. A. Chuna, press, these secy, MACOMB, ILL.—McDonough County Fair. MACOMB, ILL.—McHonough W. P. Austin, Macsfield, Fa. 1899. W. P. Austin, Macsfield, Par. 1889. W. P. Austin, Aug. 28 to 31. M. Zimpleman, pres.; A. S. Wright, secy.

INDTANA

INDYANA.

HUNTINGBURG, IND.—The Pourteenth Annual Dubola Coucty Fair. Sept. 10 to 15, 1800. H. C. Robbert, ser. Sept. 10 to 15, 1800. H. C. Robbert, ser. Sept. 10 to 15, 1800. H. C. Robbert, ser. Sept. 17 to 21, 1800. Aarvon Jones, pres.; Chas. Downing, Indianapolis, Ind., secy. IOWA.

IOWA.

CLARION IOWA.—Wright County Agricultural Society. Sept. 18 to 21, 1900. W. C. Brown, Ciarion, Iowa, secy.

HAMBURG, IOWA.—Hemburg Harveat Home Aug. 7 to 10, 1900. M. F. Phillips, manager.

SHENANDOAH, 10WA.—Agricultural Ex-bibit and Race Meeting. Aug. 14 to 17. Chan. Alarich, press; C. F. Crose, seey.

Aldrich, press; C. F. Crose, secy.

KANSAS.

HAWATHA, KAN.—The istown County Fair
Association. Sept. 5 to 7. G. Y. Johnson,
pres., Willis, Kan.; John H. Meyer, secy,
Hiswatha, Kan.
WICHITA, KAN.—Carnival and Fail Fest,
Little fair). Oct. 1 to 8. H. C. Lockvaluations of the county of the county of the county of the county

MICHITA, KAN.—Carnival and Fail Fest,
Little fair). Oct. 1 to 8. H. C. Lock-

WIGHIA, ... vet tareet fair). Oct. 1 to ... wood, seey. LOUISIANA.

NEW OILLEANS, LA.—Mardi Gras Carnival. Peb. 27, 1900.

SHEWEITORY I.A.—Mardi Gras Carnival. April, 1900. E. Phelps, Ir., Box 53, New April, 1900. E. Phelps, Ir., Consistal, Wing. April, 1900. E. Phelps, Jr., Box 383, New Or.cans, La.
THHBODAUX. 1/A.—Graod Carnivai, "King Sucrose." Feb. 27, 1900. Address communications to The Thibodaux Carnival Club.

cations to The Thilodaux Carnivel Club.

NEW JERSEY.

PATERSON, N. J.—Secood Graod German Fair. Feb. 5 to 10, 1900. Eugene Gruebherg, secy., 112 Broadway, Patterson.

Fair. Feb. 5 to 10, 1990. Succeed Grandhere, seep, 112 Broodway, Patterson.

NOSELICA. N. WOOLER

ANOSELICA. N. WOOLER

BATH. N. Y.—Steuben Councy Pair. Sept.

BATH. N. Y.—Tompoine Councy Pair. Sept.

BATH. N. Y.—Tompoine Councy Pair. Sept.

BONNELLAWILLE, N. Y.—Homelbeni le Pair.

NELLAWILLE, N. Y.—Tompoine Councy Pair. Sept.

ONEGO. N. T.—Tompo County Pair. Sept.

TO Sept. 3 to S. W.—New York State Pair.

Sept. 3 to S. —New York State Pair.

Sept. 3 to S. —New York State Pair.

Sept. 3 to S. —New York State Pair.

NELLAWILLE. N.—Wellewille Pair.

OHIO.

OHIO.
CINCINNATI, O.—Mardi Gras Carnival, Feb.
27, 1900. Geo. H. Schreider, Cloclocati, O. PENNSYLVANIA.

CAMBRIDGE, PA.—Cambridge Fair. Aug. 28 to 31, 1969. Albert S. Faber, I and 3, 5th st.. Public Square, Cambridge Springs, Pa., secy.

MANSFIELD, PA.—Mansfield Fair, Sept. 25 to 28, 1900. W. P. Austin, Mansfield, Pa., MILTON. PA.—Milton Falr. Oct. 2 to 5, 1900. Edwin Paul, Miltoo, Pa., seey. WeSTFIELD, PA.—Westfield Falr. Sept. 11 to 15, 1900. Frank Straog, seey. Tenn RSSNER.

MEMPHIS, TENN.—Mardl Gras Celchration. Feb. 27.

WEST VIRGINIA.

WHEELING, W. VA.—West Virginia Expo-sition and State Fair. Sept. 10 to 14, 1960. Geo. Hook.

WISCONSIN.

EVANSVILLE, WIS.—The Evansville Rock Co. Agricultural Association Fair. Sept. 4 to 7, 1990, W. D. Campbell, press; Geo. L. Puilleo, treas.; F. Springer, seey. JAMESVILLE, WIS.—Jamesville Mid-winter Fair. Feb. 20 to 22, 1990. Geo. M. McKey, pres.; F. L. Clemons, seey.

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 - RUNNING RACE Posters.
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10, 10 10 Feb., J. H. V. Crawford, serv.

try Association Show. Jan. 31, 10 Feb., 3.

Arc., Van Weck, serv., P. Poultreire' Club
Fathibition. Feb., 35 to March 3. J. B.

Foster, Aligney, Pan., serv., Probon. Feb.,

10, 10, 11, F. Huelster, St. Faul.

ANDULYER, B. C.—Poultry and Pre Stock
Arco vision Show. Peb., 10 B. J. C. Dixon,

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Expositions.

UFFALO, N. Y.—Pan American Exposition, May 1 to Nov. 1, 1991. John G. Milburn, pres.; Edwin Ffeming, esc. Exposition. Jan. 1 to Feb. 13. C. F. Manahan, 370 Wabash Av., Chicago. ONDON, ENG. EARL'S COURT.—Women's International Exposition. 1990. Inre Ki-International Exposition. 1900. Imre Ki-ralfy, manager. LOS ANGELES, CAL.—Industrial Exposition. Feb. 20 to March 13, 1900.

Feb. 30 to March 13, 1990.

EEW ORLEANS, LA.—Louisiana Industrial
Exposition April 14 to May 6. C. L. Brackett, 307 Common st., New Orleans, director.

EEW YORK CITY—Typographical Exposition. May 2 to June 2. ARIS, FRANCE—Paris Universal Exposi-tion. April 15, 1900, to April 15, 1901.

T. LOUIS, MO.-World's Inter national Ex-TOLEDO, O.—Ohio Centennial Exposition.

May, 1902.

**ALDOSTA, GA.—Valdosta Exposition. Oct.

30 to Nov. 2, 1900. A. Moore, Valdosta, Ga.,

vashington, D. C.—Federal Government in District of Columbia Exposition. May.

Pure Food Shows.

ATERSON, N. J.—Pure Food Show. March 3 to 16. Mr. A. G. Haight, 188 Straight st., Paterson, N. J., mgr. Monther Pure Food OTTSBURG, PA.—Pitch 10, 1990. 1. M. Dar-rttt, Liberty Market 1016, Pittchur, Pu-PRINGFIELD, ILL.—Pure Food Show. Feb. 8 to 22.

Races.

AKESIDE, IND.—May 10 to 26. ATONIA. KY.—May 21 to June 16 (probable) ITTLE ROCK, ARK.—March 26 to April 7. OUISVILLE, KY.—New Lonisville Jockey Club, May 3 to 19, OUISVILLE, KY.—May 3 to 19. DEMPHIS, TENN.—April 5 to 27. ASHVILLE, TENN.—April 28 to May 5. ASHVILLE, TENN.—April 28 to May 5. EWPORT, KY.—April 28 to May 19. ET. LOUIS, MO.—May 12 to August 24. SORONTO, CAN.—The Ontario Jockey Club. E May 24 to Saturday, June 2, 1.60, W. P. *Fraze, Toronto, Can., secy.

Dog Shows.

OSTON, MASS.—New England Kennel Club. HICAGO, ILL.—Mascoutah Kennel Club. March 7 to 10, 1900. Club. Feb. 20 to 23, 1900. James Mortimer,

Additional Shows.

OSTON, MASS.—Sportsmen's Show. Feb. HPCAGO, ILL.—International Live Stock Exhibition. Dec. 1 to 8, 1900. R. Z. Herrick, Chicago, seev.

Chicago, secy. IEW BEDFORD, MASS.—Bicycle Sbow. Feb-ruary. HILADELPHIA. PA.—State Horticultural Society Flower Show. March 50 to 23, 1900. James M. Rhodes, Ardmore, Pa., pres.

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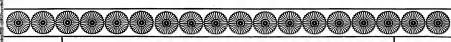
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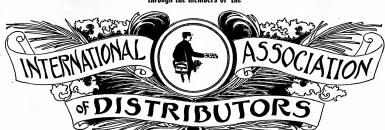


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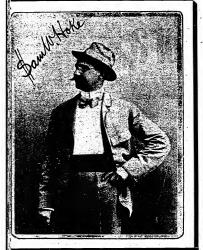
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